



JOB DESCRIPTION

SENIOR MARKETING DIRECTOR

THE AGENCY

The Mixx is an award-winning, certified-diverse, creative marketing and branding agency based in New York City. For 25 years we have helped companies exceed their goals by combining actionable strategy with thoughtful, hard-hitting creative. We are brave and bold, and not afraid to ask tough questions and take creative risks. We are the small agency that gets the big jobs, and we take brands where they must go if they want to succeed. We are a roll-up-your-sleeves, muddied hands, get \$h!t done type of agency where everyone is expected to be hands on players to produce stellar work that generates real-world results. Our clients include market leaders in travel/tourism, professional services, medical/pharma, alcohol, luxury automotive, hospitality, consumer packaged goods and entertainment.

Diversity is in our DNA, and we're proud to be an LGBTQIA+ and woman-owned business that is WBENC and NGLCC certified. The Mixx is a founding member of Titanium Worldwide, the world's first collective of certified-diverse marketing, media and communications agencies. In standing for true diversity and inclusion, we make a point to bring the mission of culture and diversity, equity and inclusion to all of our clients. To that end, The Mixx is an equal opportunity employer and we strongly encourage women, people of color, LGBTQIA+, gender-nonconforming individuals, veterans and people with disabilities to apply.

JOB SUMMARY

You are a die-hard marketer, who understands how create to smart strategy and tactical execution. As Sr. Marketing Director, you understand market dynamics, campaign development and go to market strategies across both B2B and consumer asks. You don't just read an RFP and write a pitch but instead address a why, create a narrative, differentiate, and own a new business opportunity from initial ask through ideation, presentation and implementation. Being growth

oriented, you thrive in working with our Account leads to develop new ideas and expand business within existing clients.

You know how an enterprise functions, and act as an insider to understand our clients' businesses, the market opportunity, the competitive set, and channel planning to deliver sound marketing recommendations. You are a reader and researcher who stays ahead of trends and data. A natural storyteller and facilitator, you are a major contributor in brainstorming sessions and client presentations, engaging stakeholders at the highest levels inside Fortune 1000 clients.

You are rooted in leadership and operations and believe that deadlines are just dates unless they have true ownership, delegation and teamwork. You work alongside your strategy team, as well as creative and messaging departments, and collaborate with freelancers and agency partners to ensure our work breaks through. You develop talent and actively search out additional strategic capabilities on a regular basis to ensure the best ability and fluidity within the agency. You are constantly seeking out ways to better the agency's output, resources and positioning, with a priority on producing effective work that demonstrates measurable success.

You contribute to our agency reputation, eminence and awareness by working directly with our content creators to author thought leadership and case studies, relevant award submissions, events, speaking engagements, networking and press relations.

RESPONSIBILITIES

- Driving new business acquisition alongside Business Development and client growth with Account leads through research, strategy development and refinement; including drafting and delivering RFP/RFI responses as well as seeking strategic opportunities to bring value to clients and increase agency revenue through proactive account initiatives
- Transforming our client's businesses by delivering big picture strategic thinking, sound judgement, insightful direction, and evidence-based opinion to deliver breakthrough and effective branding, campaign, marketing, communications, and culture programs
- Synthesizing datapoints from primary and secondary sources to translate strategy into an actionable brief that clients and creatives can understand and implement from
- Ensuring the integrity of the creative output remains 'on brief' and delivers on the strategy, with a focus on effectiveness and measurement against defined goals
- Defining target personas and audiences, customer journeys and channels, and white space opportunities for prospective and existing clients

- Leading, managing and motivating the strategic and messaging team to be more effective, to produce ever-better programs, as well as to find purpose in their work
- Sourcing and managing talent recruitment, agency partners, Titanium Members, vendors, freelancers and other resources to support the agency's strategic discipline
- Innovating our strategic approaches while remaining abreast of contemporary culture and market trends, as well as updates on research and analysis tools, and technologies
- Developing our strategic capabilities in key focus areas of campaign, branding, marketing, communications, culture, social and paid/earned/owned media pertaining to focus industries
- Monitoring the effectiveness of client programs by defining KPI measurements and periodically gathering data to synthesize into feedback reports
- Reporting into Executive Leadership on department performance, growth, and headcount, and partnering with other Department Heads to innovate and enhance our approach and process
- Contributing to agency reputation and awareness through thought leadership, social media content, award identification and submission preparation, industry event attendance and participation, and networking
- Championing our agency's purpose, reputation, and eminence by playing a highly visible client- and public-facing role as spokesperson, as well as leading the drafting of agency case studies and outcomes from a strategic lens

SKILLS AND QUALIFICATIONS

- B.A. or M.A. in Marketing, Social Sciences or Anthropology is preferred
- 15+ years' experience in strategic branding or marketing roles
- Proven track record of successfully transforming client brand strategy into creative strategy and ability to develop marketing programs that deliver in-market results
- Ability to apply creative and strategic thinking to business and marketing problems
- Demonstrated ability to properly inform, lead, motivate and manage a team, as well as effectively delegate and empower direct report. NB: this is a very hands-on role, but you will be collaborating with a team of strategists.
- Passion for research and an inquisitive mind that's adept in lateral, analytical, insightful, cultural and strategic thinking
- Strong and persuasive interpersonal, verbal and written communication skill
- Excellent presentation skills that are clear and compelling with the ability to tell a story as well as facilitate in a group environment
- Highly efficient and operationally savvy, always finding ways to improve internal communication and processes

- In-depth knowledge of the marketing industry and a wide range of industries, markets and brands, and what it takes to stand out and service them
- Time management and organization skills with the ability to handle pressure and meet deadlines at the same time as being on budget
- Ability to work in a fast paced, entrepreneurial-spirited environment with tight deadlines and turnarounds

NOTE: Remote location to New York is OK provided you (mostly) maintain regular US Eastern business hours. However, some travel is required to meet in-person with the team, clients and partners in the Tri-State area. As well, travelling further afield in the U.S. for major pitches, meetings and other engagements will be necessary. It is possible some future international travel will occasionally be required.

WHAT'S IN IT FOR YOU

- Competitive salary, health benefits and other perks.
- Meaningful, mission-driven work. We are committed to challenging the status quo and creating marketing that is positive, inclusive and innovative. Our work makes a tangible difference, whether it's making a blue-chip brand more diverse or elevating marginalized voices in spaces they haven't historically been heard in.
- Be a part of a passionate, open-minded, empathetic team that does more than work together. Interested in hiking or pursuing fitness goals? We have groups set up for those activities and are always looking for more ways to meaningfully connect outside of the office.
- Be heard and help grow and shape our company. We are a small, flexible and collaborative team that values all voices in the room (or Zoom). Everyone has a say at The Mixx, regardless of their role or seniority.
- Be on the forefront of something new and innovative. We are a part of a collective of agencies that is redefining how our industry can function.

The Mixx is an Equal Opportunity Employer and does not discriminate on the basis of an individual's sex, age, race, color, creed, national origin, alienage, religion, marital status, pregnancy, sexual orientation or affectional preference, gender identity and expression, disability, genetic trait or predisposition, carrier status, citizenship, veteran or military status and other personal characteristics protected by law. All applications will receive consideration for employment without regard to legally protected characteristics. The Mixx will consider qualified applicants in a manner consistent with the requirements of applicable laws.