



Director of Marketing Strategy

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Position Summary:

The focus of the Director of Marketing Strategy is to grow the digital offerings of SIGMA and other marketing offerings; to inform and develop digital strategy and campaigns for clients; and to direct SIGMA internal marketing. This is a client-facing and internal management role. The candidate should be well versed in managing and directing multiple projects of varying complexity, maintaining good interpersonal relationships, guiding colleagues and employees, and promoting and running complex marketing solutions across a variety of channels within the construct of SIGMA's capabilities.

Responsibilities:

- Define and develop digital strategy, offerings and delivery
- Partner with Account Services team to optimize performance to successfully grow both new business and existing client relationships resulting in increased revenue
- Partner with Leadership team to identify opportunities for strategic growth and direction
- Identify and develop resources relevant to digital strategy, internal marketing initiatives, business development, and annual goals
- Hire and grow the Digital team as needed to support client and internal activity, vertical growth, and new opportunities
- Oversee and supervise the Digital team and contractors, encourage professional development, identify opportunities for team improvement and learning
- Work independently and collectively with key team members on customers' needs
- Develop highly creative outreach and marketing strategies for all clients, as well as SIGMA internal
- Oversee the project development, deployment, and effectiveness of digital projects and deliverables
- Ensure top level client experience and satisfaction with SIGMA Digital

- Oversee the development and deployment of marketing programs and action plans to elevate SIGMA brand, develop leads, and opportunities
- Provide thought leadership and presence in verticals through digital vehicles, traditional channels, trade shows and conferences, etc.
- Perform other functions and duties as needed and requested by senior management.

Preferred Requirements and Experience:

- Bachelor's or Master's Degree required
- 5-8 years progressive experience in digital marketing, digital strategy and implementation, and multi-channel campaign management
- Prior management or supervisory experience
- Comfortable in an entrepreneurial, dynamic environment
- Prior experience in a client-facing or agency setting
- Thorough understanding of direct marketing, digital marketing, analytics, and strategy development
- Strong leadership capabilities and the ability to manage and mentor others
- Strong relationship management skills
- Ability to effectively relate and communicate with individuals at all levels internally and externally
- Strong written and verbal communication skills
- Strong creative and critical thought skills
- Strong problem solving skills and solution-focused mentality
- Ability to identify, learn, and master new technologies for internal and external clients in addition to maintaining expertise in current tech and platforms
- Demonstrated experience working across multiple projects in a fast-paced environment
- Willingness to work beyond traditional hours when deemed necessary on a project by project basis