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Director of Marketing

Job Description and Responsibilities

Job Description

The Director of Marketing is responsible for overseeing the planning, organization, creation, and direction of all marketing initiatives. This includes investigating companies, developing a marketing strategy for both the client and Hatfield Media to execute, and working with all relevant stakeholders and internal departments. This can also include direction regarding content for websites, taglines, and a variety of other marketing-related leadership and creative tasks. This position will utilize an understanding of all aspects of marketing, including company voice, targets, mission, and ultimate goals, to facilitate increasing expertise and leadership across the organization.

Duties & Responsibilities

- Developing marketing strategies and campaigns for our clients in all areas of digital marketing
- Developing, editing, and publishing content
- Create marketing briefs and campaigns for clients that provoke engagement
- Researching client's business, industry, and target audience
- Brand-building and workshop development sessions with clients
- Establish and improve brand voice for clients
- Meeting with the clients to collect information, analyze reporting, and provide counsel and direction
- Consulting with our creative, technical, and design teams to develop campaigns and assets for clients
- Proactive management and supervision of all digital marketing campaigns
- Attend the daily standup and provide updates on active tasks and projects
- Assist new business efforts with prospective clients



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Requirements

The ideal candidate would have a marketing background and experience developing and executing marketing campaigns, both from a traditional development experience as well as digital. They will be responsible for collecting reports and presenting the progress of campaigns to the clients. They will recommend strategies and budget recommendations for the campaigns and will have multiple direct reports who will be responsible for executing his/her vision for the campaigns.

This is a cross-departmental role that will work with the account representatives, content, and media teams to produce materials that are consistent with branding and campaign objectives. They must be great team players, strategy-focused, and willing to provide feedback. The Marketing Director will approve the language, copy, and visuals of campaigns.

Must have expertise with Google Analytics and Looker Studio, as well as Meta Business Suite and other social media channels. The ideal candidate will be organized and able to manage both their projects in terms of forecasting, campaign development, assets, and creative development in collaboration with internal agency teams.

Education & Ideal experience:

- Bachelor's degree in Marketing or a similar discipline
- 5+ years in a marketing/advertising role or similar discipline
- Email marketing (software, content, strategy)
- Meta / Spotify / Google Ads experience
- Media buying, traditional TV, radio, billboards/signage
- Influencer marketing management and direction
- Deep analytics, attribution understanding, and reporting experience
- Previous agency experience preferred
- Previous experience in B2B & industrial marketing is a plus, but not required.



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Candidates interested in applying should submit their resume at:

<https://hatfieldmedia.com/careers>

Important Details

- This position is full-time in-person at our Louisville office.
- Selected candidates will be interviewed in-person at our office.

Benefits include:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Vision insurance
- Health savings account
- Life insurance
- Paid time off