



Position: **DIRECTOR OF MARKETING & COMMUNICATIONS**

Reports to: Chief Operating Officer (COO)

Location: Option of Working Remote or in the Plain City, OH HQ Office

Position Overview

The Wendt Group (TWG) is looking to hire a Director of Marketing and Communications who will elevate brand awareness for all TWG entities and create a community that offers easy accessibility and an excellent user experience for all platforms that support the exchange of livestock and/or real estate.

The Director of Marketing is responsible for strong communication not only within the department, but with leadership and across departments as collaboration is needed. This position will oversee the daily operation of the marketing team including but not limited to all marketing activities, including organization, planning, execution, monitoring and delivery on time and within budget.

Strategic marketing efforts should promote effective communication and content that drives engagement and ultimately impacts sales. The Director of Marketing will know how to implement strategies for events, key relationships and on the appropriate social platforms (both paid and organic), and will utilize analytics to understand performance to optimize and adjust for the future.

Duties & Responsibilities

Strategic Marketing

- Design, implement and monitor effective marketing strategies and plans that align with the business goals of the Company
- Ensure all marketing activities contribute the Company's long-term success
- Develop and implement a cohesive marketing plan to increase brand engagement across all TWG entities
- Work with the Director of Sales & Service to ensure marketing projects effectively align with sales & service challenges in order to provide the best assistance
- Contribute ideas, known challenges and offer cross-departmental solutions on a regular basis with other department heads and leadership
- Inform leadership about needs as they relate to personnel challenges and need for change or growth
- Create and manage short and long-term goals for each member of the marketing team
- Create and monitor the annual marketing budget
- Monitor all marketing campaigns and make improvements as needed
- Prioritize marketing projects and allocate resources accordingly
- Prepare and present monthly marketing reports and metrics
- Ensure all content is on-brand and consistent in terms of quality and message for all marketing
- Maintain a consolidated marketing calendar to ensure all projects are completed within established priority and alignment to Company goals, budget and objectives
- Create, execute and revise project work plans to meet changing needs and requirements
- Recommend and implement innovative process ideas that impact execution and cost efficiency
- Ensure final editing of marketing deliverables is accurate and correct prior to publishing across any medium

Content Creation

- Responsible for the development and delivery of quality content across approved social channels, print publications, website and sponsorship editorial – all with the goal to drive traffic, engagement and leads, that deliver sales in line with Company revenue goals
- Create original content in support of business and marketing strategies
- Be present on assigned monthly business development and/or lead marketing calls and organize marketing report to produce actionable items based on needs of the team
- Generate data-driven decisions to move the team and our content forward to meet and/or exceed company goals
- Capture consumer and sales network insights to develop targeted content that speaks directly to their mindset and positions our products in fresh and compelling ways
- Execute periodic competitive reviews; Stay current on industry trends and exceptional content marketing methods
- Develop an outreach program that includes self-generated editorial pieces, guest-blogging, ghost writers, social influencers, user-generated content, publishing partners, etc.
- Utilize a production calendar to ensure content aligns with sales focus
- Complete quarterly proposals that map out content direction three months prior to execution

Brand Website Development and Maintenance

- Keep consumer website(s) updated with current and relevant information
- Regularly provide insight and ideas to innovate site(s) in order to increase traffic and usage of all pages
- Understand analytics, how traffic is referred and behavioral patterns of users so that decisions can be made to constantly improve the user experience

Apparel / Promotional Marketing

- Manage the promotional marketing of TWG brands by maintaining apparel and promotional items for sale and giveaway
- Work with vendors in the most timely manner to create unique and marketable items that are worn and seen regularly by industry peers
- Understand the profitability of this marketing tactic and provide accurate financial reporting
- Ensure apparel and promotional marketing is present Online, at events, communicated for customer appreciation strategies and anywhere it fits within marketing opportunities

Event Management

- Develop an annual plan of proposed events for consideration
- Work to ensure that all event themes, activities, contests, etc. are aligned with brand objectives, goals and message
- Make engagement and lead generation top priority for all events through new, creative ideas and execution
- Maximize efficiencies by ensuring as many goals are being achieved as possible through event marketing. (i.e., product awareness and education, consignor and buyer involvement, consignor recruiting, and key branding)
- Planning, coordinating, and executing the logistics for events and performing post-event wrap up. Specific tasks include, but are not limited to, event production timeline creation, venue selection, identifying audio/visual needs, design/signage needs, contract negotiations, invitation creation, registration and invitation list management (pre and post event), ROI reporting, events statistics, and event debriefs
- Be familiar with all products/services the company offers so you know how to answer or direct any question that comes your way
- Take great pride in being the face and representative for the company and address every encounter with utmost courtesy and as if it's the most important conversation you can have

- Maintain open ears and mind when engaging in conversations or activities and report back to the marketing team as they could lead to great opportunities and business growth
- If necessary, assemble a team of interns or staff to help carry through execution of events. Organize their efforts to maximize talent and efficiencies
- Establish and cultivate relationships with vendors and industry professionals to ensure TWG entities receive the highest level of service
- Update and maintain the company calendar and assisting with event related correspondence
- Travel when needed for on-site event execution or help to coordinate those traveling to/from events
- Work on a collaborative basis with necessary department heads to ensure all efforts and processes are achieving intended goals

Social Media

- Create and implement social content that aligns with brand goals and objectives
- Use field and social listening tools to assist in development of relevant content within area of focus that creates engagement for both internal and external audiences
- Develop and implement a crisis management and communication plan as it applies to social
- Oversee event and social media activity for Buyer/Community audiences and be available to assist with other audiences as well
- Implement strategies that drive brand awareness, customer engagement and drive traffic to sites and online auction platforms
- Proactively identify social trending moments and platform behaviors that the brands can tap into and leverage in daily content creation/conversation
- Establish platform-specific social benchmarks, KPIs, creative best practices and rules of engagement

Strategic Relationships

- Recruit and connect with brand ambassadors within focus area to establish relevant and meaningful content within the ambassadors' social audiences and personal circles

Position Requirements

- Required Education – A bachelor's degree in marketing or related area
- Required Work Experience – 3+ years of experience
- Strong background and understanding in show and/or production livestock industry is preferred but not required
- Competencies (Preferred):
 - Problem Solving Skills, Strong Communication Skills, Planning & Organizational Skills
- Required Skills
 - Exemplary attention to detail, leadership, organizational, multitasking, problem solving, interpersonal, communication and analytical skills
 - Ability to effectively work as a part of a team and team building skills
 - Uncompromising integrity
 - Ability to effectively communicate and collaborate with Company leadership and any personnel they feel necessary to include for growth strategies