

SCALE MARKETING SENIOR STRATEGIST:

1. Are you passionate about marketing?
2. Are you curious and forward-thinking, understanding trends with the ability to articulate how they will affect client business?
3. Are you a strategic thinker?
4. Do you like knowing that your work is making an impact?
5. Do you have experience with and a working knowledge of both Traditional and Digital Media?

If yes to all, then Scale Marketing would like to meet you!

Senior Strategist: The Senior Strategist serves as the strategy lead and main point of client contact for Scale Marketing Clients:

- Develop and maintain an in-depth knowledge of client business, current KPIs and historical results.
- Collaborate externally with clients and internally with team to develop and execute marketing strategies which will achieve client goals.
- Oversee management of budgets and timelines, flagging any changes of scope with time and/or budget implications
- Work with data team to analyze business results on a daily/weekly/monthly basis and to track key assigned account metrics (e.g. lead flow, monthly/quarterly sales results, leading indicators on the health of client business)
- Help identify business pain points and challenges, and to craft strategies to solve them
- Clearly communicate the progress of monthly/quarterly initiatives during client reporting meetings and to identify areas of opportunity for growth including:
 - ideas surrounding new target audiences
 - emerging media tactics
 - possible operational efficiencies
- Work with internal media team to ensure that campaigns are running smoothly, within budget and addressing day to day needs with the client as needed
- Collaborate with in-house creative team members to ensure projects are completed and in line with media launch dates.

Additional key areas of responsibility –

Client Collaboration and Management

- The Senior Strategist is the “tip of the spear” when dealing with Scale Marketing clients
 - Communicating between regularly scheduled reporting meetings
 - Reviewing lead and sales data on an ongoing basis
 - Understanding market factors that could affect client success
- Must be a high-level thinker with the ability to provide counsel regarding media and marketing strategy while also feeling comfortable digging in to how the client’s business really operates.
- The ability to react quickly to requests and to identify possible problems with a high degree of competency is important to ensure Scale Marketing retains its unique “seat at the table” with each client

Internal Team Collaboration and Management

- A successful Senior Strategist can clearly define and delegate client related tasks to internal teams within Scale Marketing.
- A fluency with media tactics and trends (both traditional and digital) as well as ratings methodologies is key to this communication when navigating opportunities and in making sound judgements about forward looking media strategy
- Strategist will lead topline account strategy sessions by clearly defining annual KPI goals and target consumer demos and driving discussion about acceptable elements to be included in media plan

QUALIFICATIONS

- 10+ years of Marketing experience
- Experience in performance marketing. Driving leads, retail traffic or e-commerce transactions
- Client-side marketing or agency side experience working with both traditional and digital media channels to drive specific, performance based KPIs
- Google Analytics & Ads certification preferred;
- Facebook Blueprint Cert and other experience working within/familiarity with DSPs is ideal but not required

WHAT WE VALUE IN OUR PEOPLE

- Sincere desire to help other people's business grow.
- We Treat Our Clients Businesses Like They Are Our Own
- Honesty/Integrity
- Curiosity
- Respect for Peers and the Process
- Ego-less: We all pitch in where needed to get the job done.
- Diversity and Inclusion

BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, 401K
- Ongoing education & training
- Open office and casual work atmosphere (*Currently working remotely due to COVID)
- Company sponsored events & team building experiences

About Scale Marketing:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and set them up to be more effective than they ever have. That approach has been paying off, because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.