



Position – Creative Strategy Director

InnerView has an immediate opportunity for an experienced marketing professional. The position will serve as the creative lead for InnerView’s client solutions across a variety of industries.

We are looking for people, not resumes...a personality, more than just a set of skills.

A Curious Soul – You naturally look at a situation and want to know more. What is the process behind something? What makes a person tick? You find yourself wondering about things frequently and are eager to dig in and learn more.

A Chameleon – You are a “Swiss Army Knife” who thrives on adapting to a variety of situations and changing environments. Flexibility is one of your strongest qualities.

A Relatable Communicator – Confident enough to present to a C-level executive, but humble enough to listen to and learn from any person within an organization. Empathy and building relationships come naturally.

An Observer – You listen to what people are telling you and can recognize key pieces of information and what to do with it.

An Inclusive Perspective – Through your experience, you bring inform a point of view, but you are wise enough to seek input from others with diverse perspectives to shape your position.

An Optimist – A positive disposition that is infectious and inspiring to those around you.

A Path Finder – Real change comes by thinking about things differently. You recognize when to challenge the current approach and have the guts to tell your partners (internally and externally) why a different path is worth considering.

Role Description, Creative Strategy Director

This is an opportunity to help large companies tap into the most influential brand ambassadors they have – their own employees. We do this by bringing a marketing sensibility to the way companies engage their people. We start with data! Our proprietary Brand Transfer Study process helps us understand our audience. From there, we develop internal campaigns to influence the way employees view the brand using tactics that look more like the ones companies use to reach their customers. We need you to help us build cutting-edge campaigns to rally front-line employees around the brand they represent!

The ideal candidate has an instinct for strategy, a vision for creative design and the ability to communicate that vision with expertise and authority. Someone who can develop the idea for the picture, communicate what the painting needs to look like, manage the artist to paint it perfectly and then know where to hang it in the museum.

This person will thrive in a dynamic, fast-paced environment and welcomes the autonomy to make decisions. They will have a successful track record of interfacing with creative production teams, client-services teams, brand strategy or development for consumer brands. The Creative Strategy Director will have the opportunity to shape the evolution of InnerView’s services and will be a critical voice in a fast-growing organization.

Client Delivery

- Lead creative strategy around all client-facing internal marketing campaigns
- Identify and vet potential vendors/partners (Agencies, Copywriters, Production, etc.)
- Construct multi-platform marketing plans tailored to engage the target audience(s)
- Attend/lead client brainstorming sessions/information-gathering activities
- Collaborate with Client Journey team to analyze Brand Transfer Study and its impact on campaign design
- Develop client Marketing Campaign Calendar and Creative/Production Calendar templates for use by Client Journey team across client portfolio
- Manage relationship with third-party vendors (collateral development, video production, creative design etc.) for all client-facing work
- Work closely with Client Journey team to analyze client content usage, provide strategic recommendations on refreshed content or additional needs
- Lead effort to shape creative output of all client-facing materials
- Attend client Quarterly Business Reviews or Engagement Overviews as needed

Business Operations

- Enter business development conversations as requested
- Provide input for creation of solutions and scoping of proposals
- Create case studies/white papers, etc. to highlight success stories
- Develop system for evaluating creative partners
- Make strategic recommendations on improvements to client delivery and internal processes
- Continual education on trends in marketing technology
- Provide input on the evolution of InnerView's brand from a creative perspective (collateral, pitches, proposals, website, etc.)
- Participate in InnerView strategy sessions

Qualifications

- 10+ years of experience in an account management/client services role
- Background in brand strategy, brand management, creative development, marketing or advertising
- Agency experience a plus
- Demonstrated success planning and executing marketing campaigns
- Experience with audience segmentation and targeted marketing strategies
- Highly organized with a demonstrated ability to work independently
- Experience with creative software (Photoshop, Adobe, etc.)
- Four-year degree
- Up to 50% travel

Interested candidates should contact:

info@innerviewgroup.com

About InnerView Group

InnerView is a marketing consulting firm that helps companies effectively transfer their brand strategy to their customer-facing employees and partners. We ensure that the people who represent a brand have a sense of belief, confidence, and pride in the marketing messages. InnerView gives these internal audiences the tools and strategies to tell their company story confidently and consistently. Leveraging its proprietary Brand Transfer Score™, InnerView gives B2C marketers greater ability to influence the customer conversation - connecting the "boardroom to the showroom". The result is a better return on marketing investments through improved conversion, better customer satisfaction and accelerated revenue. For more visit www.innerviewgroup.com