

**Job Title: Director of Marketing**

**Reports to: Chief Executive Officer**

**Location: Coral Springs, FL**

**The Low Down:**

Blue Stream is looking for an experienced, skilled marketing professional with an entrepreneurial spirit that can manage and lead projects from conception to final delivery.

The ideal candidate will be able to construct and implement Blue Stream strategic marketing, communications and branding efforts to further establish the organization as a leader in communication services. This person will develop both short and long-term marketing plans with a goal of making Blue Stream a well-known as the go to provider of fiber to the home communications services in Southern Florida. This person will also truly own the Blue Stream brand and evangelize the way the company brings the brand to life in all customer and sales tactics.

**What your days will look like:**

* Working closely with senior leadership this person will develop clearly defined marketing goals for each business segment and will construct a comprehensive marketing plan with clear and measurable deliverables on an on-going basis.
* Support key sales verticals with a comprehensive set of marketing and customer education collateral that will drive sales for residential, commercial and home-owner association customers.
* Oversees all communications and ensures outward facing material clearly and accurately articulates our services and mission.
* Enforce brand guidelines and collaborate with each department to coordinate their specific marketing needs, acting as the key point of contact for all marketing initiatives (both internal and external), and continually assesses how to improve messaging, visibility, community presence and campaign performance.

**Director Responsibilities:**

* Accountable for the measurable success of all marketing programs which include but are not limited to direct mail, digital, events and print.
* Develops, administers and ensures adherence to branding guidelines for the organization and each department.
* Conducts ongoing audits of marketing needs for each department and develops specific plans and goals with measurable benchmarks and timelines.
* Develops targeted marketing goals/materials for all business segments.
* Submits a comprehensive marketing strategy to Senior Leadership, and provides monthly progress reports with formal presentations on a quarterly basis.
* Drives the re-design and continued updating of the company website.
* Oversees the development of all collateral.
* Identifies opportunities for marketing/promoting Blue Stream via social media, print publications or broadcast channels to maximize presence in community and promote stories.

**What you bring to the table:**

* Bachelor's degree, and a minimum 7 years of experience in marketing for a growing organization.
* Ability to work as a strategic and collaborative partner who can handle a high volume of work and multiple priorities simultaneously.
* Clear and effective communication skills; strong writing skills required.
* Proficiency in all Microsoft applications
* Knowledge of major and emerging digital platforms.
* Self-motivated yet customer-focused
* Experience in optimizing campaign performance
* Proficient in marketing performance analysis
* Able to develop and manage to budgets
* Ability and desire to roll up your sleeves will allow us to execute and move quickly.
* Industry experience a plus but not required

Must be able to read, write and speak English, analyze and interpret general technical procedures, or governmental regulations; ability to write reports, business correspondence, and procedure manuals; ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Ability to work with mathematical concepts such as probability and statistical inference; ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations; ability to define problems, collect data, analyze data, establish facts, and draw valid conclusions; ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables; ability to handle confidential material and information; individual must be organized, able to multi-task under pressure.

**Education/Experience**:

Bachelor’s degree (B.S.) and/or related experience.

**Computer Skills**:

Microsoft software including Power Point, Internet, e-mail, and construction and design software as required.

**Physical Demands/Working Conditions:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* regularly required to talk and hear
* frequently required to sit, stand, bend at the knees and waist, and walk
* required to use hands to type, handle objects and paperwork
* required to reach and hold on to items at chest level or reach above the shoulder
* required to use close vision and be able to focus

Travel in Florida required. The employee generally works in the main office and may have to travel 4 days per month to active communaties; overtime may be required.