

# Senior Marketing Strategist [wire] stone

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## **Job description**

Do you have experience developing customer insights and using them to create groundbreaking marketing solutions? How about, for example, influencer marketing – can you help b2b leaders identify who influences purchasing decisions among various customer segments?

[wire] stone, a leading digital solutions agency, is looking for an experienced critical thinker to help global brands meet today's online and offline challenges – and in the process help grow our account planning team. We are searching for a high-energy, entrepreneurial yet team-oriented, client-friendly idea machine who is motivated by new challenges, who can take the ball not just down the field but over the goal line – by themselves if necessary – yet is energized by collaboration and thrives in the maelstrom of insane deadlines, demanding clients, and seemingly impossible objectives.

This position will be measured by the extent to which [wire] stone's ability to deliver best-in-class marketing solutions is elevated. Put simply, do you make us better at what we do. The candidate must be comfortable in front of C-level audiences and can architect and effectively communicate solutions that win not just [wire] stone business but achieve client objectives. You should be able to tell a great story – and use digital tools and techniques to tell them with ease. In your role on the Account Planning team, the senior marketing strategist will also be responsible for generating insights into the mindsets of customers and the ever-changing consumer landscape in which our clients do business, and integrating those insights into our work.

## **Scope and responsibilities**

This position comprises two dimensions – Solution Architect responsibilities and Account Planner responsibilities. You will work directly with the Strategic Account Planner to achieve these priorities:

### **Solution Architect Priorities:**

1. Develop, and when called upon, execute winning strategies and go-to market frameworks that solve client / customer challenges
2. Position [wire] stone as a provider of unique, proprietary solutions that can't be obtained anywhere else
3. Champion the client's brand from within [wire] stone

### **Account Planning Priorities:**

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1. Leverage consumer and competitive insights to help solutions teams create killer marketing strategies and tactics
2. Enable clients to make the most of the evolving digital landscape
3. Develop work products that reflect [wire] stone perspectives and leadership position

## Additional Tasks:

1. Liaise with clients to identify specific business problems and develop solution strategies and tactics
2. Communicate with colleagues within the agency, specifically our creative teams, producers, functional managers, business development managers, and account managers to develop unique and innovative solutions that reflect the voice of customers and the marketplace
3. Demonstrate thought-leadership and act as a leader at [wire] stone, nationally, in informing our people and clients of the use of digital and social communications in helping our brands connect and engage directly with their intended audiences – including but not limited to: developing digital engagement plans, developing and overseeing the implementation of social media strategies, interfacing with solutions teams to inject ideas into digital and other types of engagement, keeping the agency abreast of new and innovative ways of marketing and digital communications
4. Participate as a thought-leader in helping advance [wire] stone's national agenda of becoming a solutions agency of choice by creating thought-leadership perspectives within the social-sphere, the [wire] stone blog-efforts, white-papers on key categories, possibly speaking at industry conferences and other parts of our marketing efforts
5. Play a key role in national [wire] stone new business efforts by becoming a go-to architect in various areas of strategic planning for use in new business pitches, proposal responses and other new business efforts. Be a key player on the pitch teams around the nation
6. Specifically related to electronic media, be well-versed in the digital ecosystem so as to create comprehensive digital strategies for our clients, covering all aspects of their digital presence including website, online advertising, email, viral marketing, etc.
7. Find an 'angle' on a specific product or service on which to base

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- solutions, strategies, or tactical campaigns
8. Reconcile the differences between current consumer perceptions of the brand and the way the client wishes the brand to be perceived
  9. Meet frequently with clients to learn the background of the brand and to advise on possible approaches or adaptation of approach to the target market

## **Experience and skill requirements**

1. Five years or more experience in corporate marketing with large marketing communications or interactive agencies
2. Five years or more experience in interactive and integrated marketing, with a particular emphasis on social media and marketing, influencer marketing, marketing research and data analytics, scenario planning, online marketing, direct marketing, and e-CRM strategies
3. Experience working with senior managers and strategists to formulate, support, and execute client-solution strategies and tactics
4. Significant experience in using digital tools and techniques to represent the solutions you create. While we have professionals in design, graphic arts, and digital media production, an ability to use digital tools to aid and augment storytelling is preferred.

## **About Wire Stone**

Wire Stone is a mid-size leader in integrated digital and experiential marketing solutions. Founded in 2000, Wire Stone serves some of the world's largest and most recognizable brands, including Motorola, FTD, Microsoft, Boeing, ConAgra, HP, Nike and Intel. Through its 175 employees in six U.S. offices and one European office, Wire Stone is committed to delivering excellence in key practice areas that include integrated digital marketing, channel enablement, social engagement and emerging experiences.

For more information, please visit [www.\[wire\]stone.com](http://www.[wire]stone.com).

## **Wire Stone benefits**

Wire Stone places the highest value on its employees and creates an environment where a "can-do" spirit is fostered and rewarded.

Employee benefits include

- Medical, dental, and vision insurance
- Paid vacations and personal days
- 401(k) plan
- Short- and long-term disability insurance
- Life insurance

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- Flexible spending accounts

## **Applying for this position**

Please reply via e-mail to [resumes@\[wire\]stone.com](mailto:resumes@[wire]stone.com)

Due to the large volume of replies to this listing, we regret that we will only be able to respond to those applicants that most closely match the requirements of the position as listed above. We are unable to accept phone calls about this posting.

Wire Stone is an Equal Opportunity Employer. Wire Stone is a Think Beyond the Label Employer.