



Position: Marketing Senior Director

Summary: C.Fox Communications is seeking an experienced marketing professional to help create and implement strategic marketing solutions for the agency's wide range of mission-driven clients. The position requires a thorough knowledge of branding, positioning, direct response marketing, and qualitative and quantitative research. The right candidate will be an exceptional writer across multiple mediums and a strong editor. The candidate for this position must be able and willing to cross over into multiple industries, as business needs dictate.

Duties and Responsibilities:

1. As a subject matter expert and working with internal and client-side subject matter experts, crafts overall marketing strategies and campaigns for clients and plays lead role in their implementation.
2. Leads the development of brand analysis, positioning, materials evaluation, survey instruments, and along with designers creates new materials across a range of mediums for clients.
3. Develops strong direct response and brand copy across a variety of mediums.
4. Crafts effective research screeners and moderator guides and facilitates focus groups.
5. Generates highly detailed direct response acquisition and retention campaigns including decisions related to efforts, format, messaging, and copy writing.
6. Conceptualizes acquisition creative and works with design team to produce the resulting marketing pieces.
7. Uses call center knowledge and expertise to assist clients in developing an optimal member experience through this channel.
8. Manages day-to-day client relationships, anticipating questions and needs and solving problems while thinking strategically about how to solve client challenges.

Requirements:

1. Bachelor's degree in marketing and a minimum of 5 years of direct response and/or brand development experience.
2. Agency experience is a significant plus.
3. Must be able to oversee mid to large-size client campaigns from start to finish from strategy through tactical implementation across multiple marketing channels.
4. Deep understanding of acquisition and service call center environments including experience with call flow scripting, quality and performance metrics, and strategic plan development.
5. Exceptional written and oral communications skills as demonstrated by examples of direct response advertising copy, corporate communications, call flow scripting, white papers, surveys, research briefs, etc.
6. Ability to think strategically and act tactically.
7. Strong organizational skills, familiarity with project management, and ability to work in a fast paced environment while meeting short deadlines.
8. Marketing experience in and knowledge of Medicare products such as Medicare Supplement and Medicare Advantage plans is a major plus. Marketing experience in and knowledge of the pharmacy benefit management and managed health care areas are also highly regarded.
9. Social media knowledge and experience a plus.
10. Positive attitude, team player, and self-starter.

Compensation and Benefits:

1. Competitive salary; individual and organization bonus opportunities; comprehensive medical, dental, pharmacy, vision, long term disability coverage, and life insurance; generous vacation time and sabbatical time off.
2. Convenient and vibrant location in downtown Silver Spring, three blocks from Silver Spring Metro.

To Apply: Submit a well-written, one-page cover letter and resume to brian@cfoxcommunications.com.

About C.Fox Communications:

C.Fox Communications is a small, woman-owned business based in Silver Spring, MD which serves mission-driven organizations through the development and implementation of smart communications strategies that increase awareness, drive business growth and deliver client stories in memorable ways.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin. C.Fox Communications takes affirmative action under the law to employ and advance in employment qualified employees and applicants who are special disabled veterans, veterans of the Vietnam era, and other eligible veterans.