

## **Job description**

### **VP of Marketing**

CityScapes International – Hilliard Ohio

Full Time, Salary Position

### **About Us:**

Founded in 1987, National Sign Systems rapidly evolved from a modest sign company to an industry frontrunner renowned for its trailblazing designs and innovations. Our sister company, CityScapes, is celebrated for producing architecturally inspired screening solutions. Operating from a cutting-edge 180,000 sq ft facility in Hilliard, both firms are staunchly dedicated to upholding excellence in quality, innovation, and design.

### **Position Summary:**

We are seeking a seasoned Vice President of Marketing who can proficiently juggle both the nuances of content creation and the broader spectrum of marketing disciplines. This role, while emphasizing content creation, will also focus on overall marketing strategies, branding, campaign development, and the effective use of various marketing tools and platforms. The ideal candidate will be instrumental in shaping our brand narrative and visual aesthetics while also adept at harnessing the full potential of modern marketing techniques to propel our companies forward.

### **Responsibilities:**

- Develop and implement a cohesive marketing plan to increase brand awareness of the company, the products, and the capabilities.
- Spear-head the company's content creation and marketing strategies, forging alignment with organizational goals and brand value.
- Build relationships with media, external agencies, partners and stakeholders.

- Prioritize marketing initiatives with senior leadership guidance (CEO level) and allocate resources accordingly.
- Collaborate with product development and engineering teams to produce technical charts, illustrations and builder tools that showcase our overall capabilities.
- Create and manage diverse content (images, video, written) across various marketing platforms.
- Develop metrics to track the success of marketing campaigns, including trade show participation, advertising programs, educational awareness programs, and website lead analysis.
- Conduct related market analysis to identify challenges and opportunities for growth and expansion of our product line and sales channels.
- Remain relevant to industry trends and innovations, while incorporating best practices into the company's marketing strategies.
- Prepare regular reports and marketing updates for review by senior leadership and CEO level.

**Qualifications:**

- BS degree in Marketing, Communications, or related field.
- Minimum of 8 years of relevant work experience in a senior marketing role, with a track record of proven success in content, creation and broader marketing strategies is desired
- Experience with CRM software and digital marketing tools and technology are basic requirements.
- Background in a manufacturing company or industrial products firm is a plus, for this role.
- Strong leadership skills are required, as the role will work collaboratively with senior leadership, including the CEO level.
- Demonstrated skills in visual communications, campaign management, and digital marketing.
- Must possess a strategic mindset and be able to develop both short-term and long-term marketing initiatives for the continued success of the company.

**Characteristics of Success:**

- Ability to weave compelling narratives across different mediums.
- Acute attention to detail paired with a broader strategic vision.
- Forward-thinking and adaptive, with a passion for innovative solutions.

**What We Offer:**

- Competitive salary and benefits package.
- A dynamic, inclusive, and collaborative work environment.
- Opportunity to shape and direct the marketing trajectory of two growth-oriented companies.

**Objectives:**

**3-Month Objectives:**

- Assess the existing marketing landscape, identify gaps, and establish a holistic marketing strategy encompassing content, campaigns, and brand alignment.
- Initiate key campaigns and content initiatives, focusing on immediate market needs.
- Set clear metrics and KPIs for evaluating marketing and content performance.

**6-Month Objectives:**

- Review and fine-tune the implemented strategies, based on performance metrics and industry shifts.
- Achieve significant milestones in brand visibility and engagement through integrated marketing efforts.
- Foster and deepen collaborations with key partners and stakeholders.

**12-Month Objectives:**

- Secure a position for National Sign Systems & CityScapes as industry forerunners through impactful marketing campaigns and standout content.
- Ensure consistent brand growth through sustained marketing efforts and strategic partnerships.
- Drive significant ROI through well-executed campaigns and a robust marketing strategy.