



## Marketing Director Job Profile

Our high-growth, private-equity backed small business is seeking a Washington DC-based Marketing Director for our highly respected, thirteen-year-old procurement consulting practice. This role will also support a new online marketplace platform business line to be launched in 2019. Reporting to the President, this position will be responsible for the development, execution, and measurement of a compelling and effective marketing strategy.

### Major Responsibilities

- **Strategy and Management:** Strategically and operationally lead all marketing efforts for company; effectively develop and deploy marketing campaigns to increase awareness within state and local governments, educational institutions, and suppliers.
- **Creativity and Innovation:** Use creative design to ensure all external facing aspects of the marketing mix is compelling to the target audiences.
- **Positioning and Thought Leadership:** Build a communication plan that will demonstrate GSS's thought leadership to the government procurement community, including procurement officials and suppliers, to enhance GSS's value and brand recognition.
- **Impact:** Help achieve financial targets by understanding and meeting the needs of internal and external stakeholders to achieve significant and measurable economic impact.

### Additional Job Duties

- Develop, communicate, and oversee the implementation of marketing plans across all customer-facing touch points for our consulting practice, including, but not limited to, the company's website, social media, trade show exhibits, speaking engagements, webinars, meeting presentations, and printed materials.
- Work with our technology team on developing a mass marketing plan for attracting both sides of the marketplace to our forthcoming platform business, bringing the voice of the customer to the development of the user interface and user experience for both.
- Forecast and measure ROI of marketing activities; manage external resources within budget.
- Work with the Chief Revenue Officer, and Business Development Director on developing and implementing new strategies to gain business partners.
- Stay apprised of the procurement landscape by gathering and translating government and supplier insights into a call to action for the team and a variety of industry partners.



### **Marketing Mix:**

- **Content Marketing:** Positioning GSS as public procurement experts through written articles, case studies and inclusion of quotes from team members in relevant articles in newspapers and magazines. This will include ghost or co-writing.
- **Digital Marketing:** Including creation and management of Social Media accounts, SEO, SEM, dynamic website content, and concurrent email campaigns through Salesforce.
- **Tradeshow:** Support B2B and B2G interactions at targeted tradeshows with speaking plans, outreach strategy, booth design, and marketing materials.
- **Relationship Marketing:** Create and manage a plan to support our Sales and Business Development functions to develop and maintain customer loyalty.
- **Marketing Automation:** Implement a plan to leverage automation platforms to simplify work, track success of the Marketing Plan, and adjust as needed.

### **Who are you?**

- A creative marketing professional with 5-10 years of experience with a proven track-record of effectively delivering on business goals with quality and speed
- Strategic by nature, you thrive working autonomously, are resourceful and able to manage your own projects and those from outside contributors
- You prefer operating in a culture of transparency, advising the team regularly on key issues and work progress, and demonstrated ability to work with an executive team
- Analytical and financial acumen and the ability to apply these skills to evaluate performance
- Strong presentation and communication skills
- Achieved mastery of CRM, marketing automation, and other software tools
- You have a BA or BS (MBA or MM a plus)

### **Additional Desired Attributes:**

- Previous experience working in a marketplace platform company
- Experience working in a start-up, small office or division that prepares you to work in a fast-paced and collaborative environment
- Entrepreneurial spirit that makes you highly productive and self-motivated
- Interest in creating and owning new projects and functions
- Knowledge of State Government, Local Government, and/or Education segments

**If you're interested in joining our team, please contact:  
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