

Title	Director of Marketing
Business	Marketing
Reports to	Chief Marketing Officer

Director of Marketing

Advocate is the premier Technology Business Management Services company. We are hiring a Director of Marketing to lead Advocate's marketing efforts and execution. In this role, you will be responsible for providing guidance to our marketing department by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for our company's brands. You will also be working closely with our sales department to develop go-to-market (GTM) messaging and necessary collateral to support selling efforts. Finally, you will be responsible for organizing company conferences, trade shows, and major events. The primary outcome of the marketing function is to develop leads for new accounts and new opportunities for Advocate.

To be considered for this position, you will need a bachelor's degree in business, marketing or communications or similar degree. You will also need to have proven experience in running a marketing team and marketing campaigns. High competency in project and stakeholder management is a huge advantage. The individual must be aligned with our company values of Positivity. Trust. and Passion.

Role:

The Director of Marketing will be located in our Norcross headquarter location and report directly to the Chief Marketing Officer of Advocate. To be successful, the individual in this role must be a confident self-starter that possesses strong leadership skills but one who thrives within a collaborative work environment. At Advocate, this role is a player and coach with a single direct report resource at this time along with several partners who assist in our execution. The ideal candidate excels at execution of our marketing plan.

The ideal candidate will exhibit:

- Execution of a plan with rigorous management to tasks and timelines
- Strong interpersonal, written, and oral communication skills
- Creative thinking style with strong attention to detail
- Effective time management skills and the ability to multitask
- Flexibility to adapt to changing priorities as dictated by business performance
- Teamwork skills and the ability to manage staff
- Organization and planning skills
- Professional and proactive work ethics

Responsibilities:

- Overseeing marketing department
- Evaluating and developing our marketing strategy and marketing plan
- Planning, directing, and coordinating marketing efforts
- Developing and presenting marketing analytics
- Create, track, and manage the Marketing budget
- Communicating the marketing plan
- Researching demand for Advocate's services
- Compiling and tracking competitor research
- Identifying potential customers and target markets
- Developing promotions with select advertising and marketing agencies
- Developing and managing outbound advertising campaigns
- Building brand awareness and positioning
- Supporting sales and lead generation efforts
- Coordinating marketing projects from start to finish
- Organizing company conferences, trade shows, and major events
- Overseeing social media marketing strategy and content marketing
- Managing and evolving company website
- Managing and expanding the company's marketing toolkit

Requirements:

- Bachelor's degree in business, marketing, communications, or related field
- 10+ year's experience in marketing and running a marketing team (consulting experience a plus)
- Proven marketing campaign success and experience
- Demonstrated strong copywriting skills
- Proven ability to manage budgets
- Competency in Pardot and Salesforce.
- Competency in Microsoft applications including Word, Excel, PowerPoint and Outlook

Opportunities:

- Join a company named to the Inc. 5000 list of Fastest Growing Companies for eleven consecutive years
- Named one of the Top 100 Workplaces by The Atlanta Journal-Constitution
- Work daily with Fortune 500 Clients
- Opportunity for rapid career advancement



Rewards and Benefits:

- Competitive base pay
- Incentive bonus plan
- 3 weeks paid time off
- 2 paid days off for community service
- Comprehensive benefits package
- Medical/dental/vision benefits
- Company matched 401(k) with immediate vesting
- Flexible work arrangement to support a good work-life balance
- Professional development with a long-term career path
- Continuing education and training reimbursement
- Paid employee referral program
- Conveniently located near I-285, GA-400 and I-85; free parking

Advocate works with smart companies, experts in their fields, to transform technology investments. We leverage our Technology Business Management (TBM) framework to help IT leaders move beyond bits and bytes and measure ROI in terms of business outcomes.

If you'd like to join the Advocate team, send your cover letter and resume for consideration to: marketing@advocateinsiders.com.