



Job Description

Job **Director of Marketing**

Reports to Principal

Purpose To direct and assume overall responsibility for marketing, business development and sales strategies, and other targeted activities that build and promote revenue growth in business to business and residential markets – based on the company’s values and mission.

To ensure the accurate, timely, and efficient management of the Circa Lighting website – including functionality, product offerings, photography, descriptions, specials, and value added customer features.

To manage in-house communications including our Circa Lighting Intranet and Quarterly Newsletter, as well as outside communications including Facebook, Twitter, Circa Blog, and email blasts through Constant Contact.

Culture The Company is a dynamic sales and service entity – selling to high end luxury design clientele – and focusing on exemplary customer service.

The company’s leadership values initiative, collaboration, consideration and inclusion. Recognizing our mutual dependence, the company promotes professional respect in which each team member is valued and recognized for the indispensability of his or her contribution to the success of the company.

The staff is dedicated to sales and service – with a drive to build a loyal and growing client and customer base. In turn, the company’s principals are committed to the professional and personal fulfillment and varied interests of the staff in an atmosphere where we work hard but also enjoy our days and time together.

Personality Traits Primary among the qualities of the new Director of Marketing will be a true passion for the work. The successful candidate will be a person of character who considers it an honor to be a member of the Circa team and for whom business development is more than just profit seeking. Revenue will naturally flow from this outlook. A persistent drive is essential, combined with the tenacity to navigate obstacles. An entrepreneurial attitude that combines a passion for embracing challenging situations, people, and projects is desired.

Summary of Essential Job Functions

Marketing and Business Development

- Actively lead the marketing of the company's products and services to position the company at the forefront of decorative lighting suppliers and to acquire new market share consistent with the company's goals.
- Create and direct the company's annual marketing and business development plan, to include the showrooms and the call center/website. This includes identifying prospects, monitoring lead generation, applying strategic objectives for special market sectors, researching industry data, formulating company-wide participation in professional, business and community associations, and working closely with upper management to implement business development initiatives.
- Proactively nourish prospective client relationships and work to gain insight as to how to increase that business. Develop sales materials and presentations tailored to existing customer base as well as to new potential customers.
- Develop and administer a marketing database, to include client and prospect information.
- Supervise content and dissemination of public relation statements, press releases and the company's overall marketing materials in both print and digital media.
- Oversee corporate communications activities to include external and internal communications and systems.
- Ensure that the company's website is kept current to reflect the company's evolving image and includes relevant project news and portfolios.
- Enhance the company's competitive edge by keeping our customer base aware of our work, objectives, successes and unique value.
- Keep us in the forefront of digital and social media and marketing, through supervision of website design and maintenance, company blog, Facebook page, twitter, and email blasts, while maintaining our personal relationships and complete devotion to exemplary service.
- Encourage hand written correspondence and other tactile personal touches from sales staff.
- Mentor marketing assistant to aid growth potential and career development goals.
- Attend agency and trade conferences when requested, to represent the company and identify business development opportunities.
- Identify and implement an effective plan for client/customer relations to improve marketing efficiencies, to include client satisfaction surveys, special events coordination, hosting educational events in the showrooms, and more.
- Oversee Charitable Contributions, show house participation/sponsorships, and undertake a company initiative for community involvement in every city we call home.
- Design and plan annual management training, as well as continuing education and training for the staff.

Position Requirements

- 5+ years marketing and communications experience, preferably in business to business luxury home furnishings segment.
- College degree in Marketing and Communications. Minor in Graphic Design preferable.
- Strong leadership skills with a proven track record in developing and administering a marketing program that identifies and capitalizes on business development opportunities through a highly collaborative process.
- Highly articulate with a polished presentation and interpersonal skills.
- Keen eye for design and creativity
- Must be a self-starter with exceptional organizational and follow-up skills
- Ability to work independently as well as be an effective team player
- Ability to multi-task and thrive in a fast-paced environment
- Ability to maintain a professional and pleasant demeanor at all times
- Strong work ethic and demonstrated ability to “go the extra mile”
- Exceptional oral and written communication skills
- Strong mix of creative, strategic, analytical and organizational skills

Please email your resume and cover letter to employment@circaighting.com

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.