



Senior Marketing Strategist (Remote)

At Cultivate & Engage, we capture and share the untold stories of impact that shape brand perception and inspire action. A strategic communications firm, our work is deeply rooted in research and processes, and we are resolute in our efforts to provide thorough recommendations and services to the purpose- and mission-driven organizations we support.

Formerly known as Holdsworth Communications, we rebranded in 2023 to better reflect the significant work we do in *cultivating* relationships and *engaging* stakeholders. We also expanded our service sector from only working with those in education to also partnering with non-profits, government agencies, and socially-conscious companies.

This brand reset aligns with our work toward earning B Corp status. In 2022, we earned the Good for Michigan SDG All-Star Award for scoring the highest of any company in the state on an assessment of overall dedication to the United Nations' Sustainable Development Goals, fueling our shift to working with more changemakers around the world.

Our Mission

We challenge the status quo to strategically craft authentic brand stories for purpose-driven organizations seeking to drive engagement, increase awareness, and inspire action.

Our Vision

To be a global catalyst in cultivating meaningful and enduring connections through efficacious storytelling.

Our Brand Values

Candor

We do what's right, not what's easy. That means we help our clients do the same. We know living in discomfort is necessary to create real change, but clients will never have to wonder why we recommend what we do. Being candid provides clarity, and, to us, there's no better way to show we care than being honest with ourselves and our clients.

Curiosity

We want to know more. We are not afraid to respectfully ask questions or test different hypotheses and frameworks. We go deeper than the surface until we find the true stories, struggles, and surprises, to facilitate a custom solution.

Audaciousness

We have a daring willingness to challenge norms, push boundaries, and pursue ambitious goals head-on. We're gutsy, yet responsible, undaunted by obstacles we may need to tackle. Each project is distinct, original, and uniquely crafted because our clients deserve our best work.

Resourcefulness

We not only produce high-quality work that makes an impact, but we also complete our projects efficiently and effectively. We respect our clients' resources and will never make malaligned recommendations. This allows our clever and astute team to shine.

Tenacity

We persist in seeking value for our clients and we are purposeful in our daily work. Although not quite pertinacious, we are appropriately assertive, respecting each other and our clients. We do not give up; yet, when we are steadfast with our recommendations, we back them up with rationale.

Position Description

Cultivate & Engage is seeking an innovative, driven, and results-oriented Senior Marketing Strategist on either a contract or full-time basis. Working with the Director of Communications Strategy and the Director of Client Success, this position leads all aspects of client strategy and execution as it relates to traditional and digital marketing, advertising, and social media. The Senior Marketing Strategist is our in-house expert in these areas, advising our other team members on marketing strategy, metrics, and recommendations for all client accounts that pertain to marketing, and overseeing partners/vendors as needed.

About You

The ideal candidate has a sophisticated understanding of and extensive experience in integrated marketing campaign development, execution, and evaluation. You demonstrate creative vision and have the ability to craft visible, compelling, and engaging messaging and visuals to promote the mission of an organization and inspire action.

In fact, you not only understand the power of a good story, but you can bring it to life through a multi-channeled strategy that may (or may not) include traditional and digital marketing, advertising, SEO, PPC, social media, email, UTMs, etc. You understand the process of developing custom campaigns and you aren't afraid to hold yourself and your team accountable for results. You have patience with clients who may not understand terms such as, "lead gen,"

“funnel,” “drip campaign,” or whatever other tactic you *just know* will work for them, but they need a bit more convincing.

You stay current with industry trends, innovation, and best practices, and you serve as our in-house marketing expert. We’re ready to learn and we want to learn from you.

A problem solver and visionary, you also have a keen attention to detail, and from your experience, you know when it’s time to pivot and aren’t afraid to speak up and take charge.

You can wear multiple hats - designing graphics, crafting targeted messaging, batch-scheduling social posts, implementing digital ad campaigns, arranging email layouts, partnering with vendors, and optimizing blog posts. You don’t necessarily want to do “all the things” every day, but you love the variety and pace that comes with being in your creative flow.

You work closely with our Director of Client Success, Creative Director, and Director of Communications Strategy to deliver the optimal results for our clients - they deserve your best work and you deserve to shine.

You enjoy being part of a team and stand ready to contribute to a culture that inspires both staff and clients with a sense of purpose, innovation, energy, productivity, accountability, collaboration, and professional growth.

In short, you are a passionate marketer itching to work with multiple clients who are benevolent in what they do for people, the planet, prosperity, peace, and partnerships (the five major themes of the 17 Sustainable Development Goals). You yearn to have the space to try, sharing your talents with those who will not only appreciate them but who will leverage your hard work as a force of good in this world. If you’re up for using your skills to make a difference, we want you on our team.

The Role Details

The selected candidate will:

- Serve as Cultivate & Engage’s resident expert in strategic marketing, leading all client marketing efforts from research including market insights, trend analyses, data-driven strategies to plan development to refining campaigns based on results to metrics reporting and recommendations.
- Leverage your extensive knowledge of marketing to assist with developing select integrated communications plans and/or enrollment management plans in collaboration with our internal team.
- Direct the creation of dynamic content to share stories developed with our Director of Communications Strategy to achieve goals and objectives.
- Manage all creative components of client campaigns, partnering with outside designers or specialists when determined additional assistance is needed.

- Working with the Vice President, Strategy & Operations, craft and implement a strategic marketing campaign for Cultivate & Engage, leveraging your expertise to drive engagement, increase leads, and positively impact business development.
- Proactively collaborate with Cultivate & Engage's Director of Communications Strategy to ensure alignment with strategic communications plans and brand messaging.
- Write one to four blog posts per month aligning with your expertise as it relates to trends, the needs of current and potential clients, and/or the industries/sectors we work in.
- Act as a results-focused marketing advisor to both clients and our internal team.
- Support the Director of Client Success and Director of Communications Strategy in their work with clients.
- Attend weekly or bi-weekly client meetings, providing the agenda and follow-up reports.
- Prepare and distribute weekly, monthly, and end-of-project client reports.
- Other duties as assigned (if full-time).

Skills and Abilities

- You are highly skilled in all things marketing: advertising, social media, digital marketing, content development, and visual storytelling.
- Demonstrating creative vision, you craft visible, compelling, and engaging messaging and graphics that resonate with clients' target audiences, triggering action.
- You are in the data every day, and can interpret and report on important metrics, translating often complex terminology into understandable and digestible reports.
- You're extremely resourceful and curious, with a can-do attitude - you're excited to thrive in our entrepreneurial, fast-paced environment.
- Working calmly under pressure and meeting tight deadlines is no problem for you.
- You can take direction well, but can also work proactively and autonomously.
- With proven cross-cultural competency skills, you demonstrate awareness of and respect for others. We work with clients around the world, so respect, patience, and a willingness to listen and learn are key attributes.
- Handling multiple assignments simultaneously, you make effective use of time and meet all deadlines with time to spare.
- You are receptive to constructive feedback and lean into our three-check system.
- You align with our brand values, staying true to our mission and vision.
- You are a team player, recognizing we value the input and expertise of everyone who works for and with Cultivate & Engage. Although we might not always see eye-to-eye, we respect each others' points of view because we recognize diversity in thoughts and actions only makes us stronger.
- You have a passion for elevating the brand awareness and perception of people and organizations striving to make a difference in this world.

Requirements

Other than what's already listed:

- Bachelor's degree in communications, PR, marketing, journalism, or related field.
- Minimum of five years of progressive experience in marketing, and/or advertising.
- Extensive knowledge of marketing analytics and data, with the ability to effectively translate and correlate need-to-know information.
- A strong background in content development and implementation.
- Experience working with and managing external partners and/or vendors.
- Proven marketing success that has driven increases in awareness, enrollment, revenue, funding, and/or donations in at least two of the following work environments:
 - Higher education
 - Independent schools
 - Public school districts
 - Social impact or socially-conscious companies
 - Non-profits
 - Government
 - Healthcare
 - PR or marketing agency

Special Notes

- Full-time employees can flex their start and end times for a total of 40 hours/week (pending approval from the VP of Strategy & Operations), but we all must have some overlap with one another during the standard workday with relatively consistent schedules.
- Although we try to match team members and accounts to specific time zones, you may occasionally need to attend meetings outside of your regular working hours depending on where in the world our clients are calling in from.
- Travel is not required; however, if client on-site research and/or support is needed, we will address the situation when it arises.

Work Perks

- Work remotely from anywhere in the world. We moved out of our office in December 2023, so our company is now completely online, giving you flexibility with your hours and location.
- Access to premium online training and educational programs to level up your skills and expertise.
- We walk the walk and talk the talk - all employees and contractors help us make decisions on how we give back to our communities.
- By supporting organizations poised to change the world, you will get to work with difference-makers on a daily basis. Does it get much more inspirational than that?
- Contractors can still work with other non-competing clients - we'll come up with an appropriate schedule and workload that is mutually beneficial.

- Full-time employees get two paid hours per month to volunteer for pro bono projects and/or community service projects that light you up.
- Full-time employees also receive all 11 federal holidays off and a generous PTO and benefits package.

Pay

The expected salary range for this position is as follows (although subject to change):

- Contractor: \$2,000 - \$3,000/month for 40 - 50 hours/month
- Full-time: \$55,000 - \$75,000/year plus benefits

Exact pay will be based on factors including but not limited to a candidate's experience and skills, market demands, and organizational needs.

Application Instructions

As an inclusive company, our policy is to provide equal opportunities to all qualified persons, and to recruit, hire, train, promote, and compensate persons in all roles without regard to race, color, religion, sex, national origin, disability, or sexual orientation.

If you'd like to join our team, please send your resume, a note or short video outlining why you want to work with us and why you are the person for this role, the status you're interested in (contractor or full-time), and samples of your work as it relates to this role or a link to your online portfolio/personal website to hello@cultivateengage.com. In the subject line, please include the title of the role and the status (contractor or full-time).

Please allow us up to 10 business days to review all materials. Thank you for your interest!