

GANGGANG

Career Opportunity

Title: Marketing Director

The creative renaissance is taking-off in Indianapolis and beyond. GANGGANG is positioned to grow as a thought-leader, design-leader, and creative director, and our Director of Marketing will play a pivotal role.

GANGGANG's Director of Marketing will guide brand impact and integrity across organization-level marketing as well as portfolio projects, such as BUTTER. The dynamic organizational efforts of storytelling, client services, and creative productions require a highly prepared and detail-oriented director to ensure marketing goals are accomplished and that every area of the enterprise is equipped to contribute to these goals. Writing, design, communication, and data-tracking are key skills.

Position:

- Reports to: Executive Director
- Capacity: Full-time employee
- Participates in team meetings, trainings, phone calls, and general GANGGANG Culture
- Eligible for insurance and retirement benefits

Responsibilities:

- Lead multi-channel publishing and collateral development, ensure team members are equipped with collateral
- Lead creative team in thought partnership and content capture and development
- Develop and implement marketing solutions based on organizational and project-based goals
- Maintain quality of externally facing deliverables, especially in tone and design
- Manage content generation timeline and storage
- Implement mission-focused storytelling and brand impact tactics as developed in coordination with org leadership
- Responsible for increasing individual donors, client leads, and audience engagement
- Test and introduce new messaging, timing, and design for increased engagement and leads

Qualifications:

- 5-7 years of marketing experience
- High-level technical design
- Excellent writing and editing
- Strong organization and communication
- 2-3 years as marketing director preferred
- Start-up and/or creative agency experience preferred

Skills needed:

- x x x x x Marketing Strategy
- x x x Graphic Design
- x x x x x Storytelling
- x x x x Design, Editing, & Publishing Operations
- x x x x Team Leadership