

# Heretic Studio Marketing / Brand Manager

## About the company

Heretic Studio is a Utah based manufacturer of high-performance LED lighting products for the off-road industry. Our primary focus is our customers, and we strive day in and day out to make sure we provide a quality product with a best-in-class customer service experience. We have been growing rapidly and are expanding our team and our operations so that we can continue providing the best products on the market. We have a fun environment at the office and it makes sense, we get to make and sell the coolest lights in the industry!

## About the position

We are seeking a Marketing Manager / Brand Manager to join our team. As the Marketing Manager, you will be responsible for creating and executing marketing strategies that drive business growth and promote the Heretic Studio brand. If you are a highly motivated individual with a passion for marketing and the off-road industry, we encourage you to apply for this exciting opportunity.

## Roles and Responsibilities

- Manage all social media platforms. Create engaging posts, respond to comments, and manage all direct messages
- Collaborate and coordinate with external brand partners, digital, PR, content, creative, and projects
- Identify new opportunities and develop outside-the-box activations that take the industry by storm
- Planning and hosting community events
- Work with social media influencers and brand ambassadors
- Coordinate with sales department on strategy to ensure consistent messaging
- Regularly contribute to, and present in team meetings, strategy sessions, and present recommendations to leadership
- Photograph and video new products and installations
- Event/trade show planning
- Developing new and engaging marketing material
- Work with media/PR outlets to gain product coverage
- Monitor competitors in the space and share relevant learnings for ongoing optimization

### **Day to Day**

- Social media questions, comments, posts
- Schedule photo/video shoots
- Developing new brand relationships and working to deepen existing relationships
- Event planning and associated tasks
- Developing new marketing materials and initiatives

### **Qualifications**

- Innate desire to work hard to achieve company and personal goals
- Strong critical thinking skills and the ability to work independently
- Cutting-edge understanding of culture, digital media, the future of social and the respective role each platform plays in an overarching integrated marketing strategy
- Experience in storytelling/campaign-driven social media
- Strong planning, project execution, and analytic competencies
- Understanding of influencer programs and how to manage them
- Experience with photo and design software
- Experience in photography or videography is a plus
- Strong communication and organizational skills
- Solution oriented

### **Travel/Shows Expectations**

- Travel to trade shows and help setup and run the booth

### **Benefits**

- Full time
- Health and Dental
- Paid Holidays and PTO

Pay DOE

Reports to Director of Marketing