



## DIRECTOR OF CLIENT MARKETING STRATEGY

### WHAT YOU'LL DO

**COLLABORATE** | You'll work closely with our Business Development team, and the heads of each of our business units (paid media, eCommerce, content, and brand), to develop strategies and package offerings across business units, that offer the biggest potential return for our clients. You'll also work across departments to develop core strategies for our sell cycle's biggest moments including Black Friday and Cyber Monday.

**STRATEGIZE** | Essentially, we will leverage your marketing genius for use with our most important clients; you'll be their outsourced CMO. You'll work with our largest, most valuable clients, learn their business, and strategize ways to provide them with the most value our partnership as an agency has to offer. You'll learn where they're at in their business lifecycle, and you'll work closely with their leadership to consult on how to develop their marketing programs to produce scale and long-term sustainability.

**RECOMMEND** | You'll work with business unit leads, as well as others across the business, to upsell existing clients on cross-functional strategies that will improve their marketing outcomes and create wins for our internal teams.

### WHAT SUCCESS LOOKS LIKE

- An increase in the long term value of our key client relationships
- An increase in new client acquisition through the sales of your developed strategies
- An increase in the number of clients using multiple CTC business unit offerings

### WHAT YOU'LL BRING TO THE TABLE

- Experience leading the marketing function at an eCommerce, direct-to-consumer, digital-first brand
- Strong analytical and quantitative skills, including robust experience using analytics tools to sell marketing strategies to executive leadership
- An understanding of, and insatiable curiosity for, digital paid media
- Outstanding project management skills

### WHAT WE'RE ABOUT

Common Thread Collective (CTC) is a digital sales agency whose mission is to help entrepreneurs achieve their dreams.

COMMON  
THREAD  
COLLECTIVE



A job is a job is a job. At CTC we don't hire individuals for jobs. We hire for potential - we're interested not just in who you are, but in who you want to be.

In partnership with our clients, we focus on crafting digital strategy, building a creative arsenal, and driving revenue growth. We don't just sell stuff online. We invest in, and help make our clients' dreams, reality. Pretty cool, huh?

Dream chasing and dream achieving are central to showing care for our employees. One of our core values states that 'we are all entrepreneurs of our own life' and as such we encourage play, promote curiosity, and help build one another up. We strongly believe that investing in YOU will make CTC better overall.

We believe in the individuals we hire so much that we offer all full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals
- 401k program with a 3% company match (post 90 days employment) to bring out the investor in you
- 4 weeks of paid time off on top of Holidays, your Birthday, and the week of Christmas. Go get your R&R on so when you're at CTC you're firing on all cylinders
- A wellness reimbursement program that inspires 360 degrees of health: mental, physical, and spiritual
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund

