

October 29, 2018

**Position:** Director of Marketing and Business Development

**Position Overview:**

- Influential business consulting and accounting services firm desires motivated, self-confident, dynamic marketing, and business development professional. Ideal candidate will create and leverage content-driven marketing communications to enhance firm brand awareness, explore new opportunities, and extend the firm's brand messaging. They will collaborate directly with firm executives to implement content related to new programs and service offerings, while developing other complementary materials/resources for proposals, brochures, and web content. The ideal candidate will use the firm's resources and marketing activities, as well as their own business development abilities, to build relationships that increase sales opportunities and grow and retain existing accounts.

**Duties and Responsibilities:**

- Oversee and manage all marketing/business development functions:
  - Lead the firm's branding and market positioning efforts.
  - Develop/update collateral marketing materials.
  - Oversee firm's online and social media activities, including:
    - Web site content and structure
    - Optimize rankings on various web search engines
    - Social media campaigns
  - Event planning and logistics for firm's internal seminars, external sponsorships, and networking events with clients and referral sources.
  - Direct public relations, publicity, and advertising campaigns.
  - Manage client communications including newsletters, other direct marketing, and database.
  - Interface with and direct marketing vendors on various marketing campaigns and/or components.
  - Assist HR to create recruiting marketing campaigns in line with the firm's overall brand and market positioning.
- Support business development efforts of firm executives, including prospect and industry research, lead generation, and proposals.
- Motivate/inspire entire firm to identify marketing and business development opportunities with both existing and potential clients.
- Ability to develop persuasive presentations and pitches to prospective clients.
- Identify firm and industry differentiators and effectively communicate these differentiators to both in-house and external audiences.
- Maintain extensive knowledge regarding latest industry trends, market conditions, and competitors.
- Understand the firms' personnel, resources, and capabilities.
- Present business development training and mentoring to the firm's employees.



**Qualifications:**

- Bachelor's degree in a relevant discipline, e.g. Marketing, English or Journalism, or Communications, strongly preferred.
- Five or more (5+) years of related experience e.g. professional service or related industry.
- Exceptional writing, editing, and verbal communication skills.
- Intense attention to detail.
- Strong project management and interpersonal skills.
  - Proven ability to direct various projects involving multiple levels of staff across different divisions.
  - Solid organizational and time management skills.
  - Coordinate multiple projects simultaneously and ensure timely completion.
- Microsoft Office proficiency with experience using Word, Excel, PowerPoint, and Outlook.
- WordPress CMS experience and knowledge strongly preferred.

**General Information:**

- Walz Group is a cohesive team consisting of approximately 50 financial professionals and business experts who passionately advance our clients' fiscal and organizational goals.
- Walz Group is an Equal Opportunity Employer and offers competitive salaries and a comprehensive benefit package.

**How to Apply:**

- Qualified candidates may submit the following information to Director of Human Resources, Mary Schmidt, at [mschmidt@walzgroupcpa.com](mailto:mschmidt@walzgroupcpa.com):
  - Cover letter
  - Resume
  - Writing sample – no more than 600 words