

Director of Brand and Creative Strategy - Maine

We are looking for a highly motivated Director of Brand and Creative Strategy who is passionate about building programs that connect the dots between our customers and our products and services. Under the Vice President's general supervision, the Director of Brand and Creative Strategy is responsible for positioning the company brand, leading strategy for brand activations, and developing the overarching Crestline architecture.

If you are passionate about creating holistic brand experiences, love diving into brand challenges, cultivating big ideas, and want a voice at the table, we encourage you to apply today.

Key job responsibilities:

- Developing a clear strategic brand framework (e.g., differentiated positioning, guidelines, defined customer segments) to effectively position Crestline for near- and long-term success, including consistent revenue growth.
- Prioritizing, planning, and orchestrating holistic brand/product narratives across marketing channels throughout the year, considering key cultural moments, customer groups, and product focuses.
- Leads brand and creative strategy aligned to marketing initiatives, including seasonal promotions, target-specific events, product innovation, and vendor partnerships.
- Leads customer insights, including conducting and managing qualitative and quantitative research as needed.
- Analyzing research, data, and trends.
- Hiring and managing external partners and contractors to support brand and creative development needs.
- Reviews brand performance metrics and use insights to inform future brand strategy.
- Creating competitive reviews and situation analyses.
- Writing creative briefs and collaborating with Creative Teams to support marketing campaigns/channel needs and inform marketing ideas (awareness, acquisition, engagement).

Requirements:

- Previous experience in creative strategy, brand strategy, or planning within an advertising agency or similar required.
- Equal parts analytical expertise and creative fluency – effectively straddling strategic thinking and tactical execution.
- Excellent communication skills, both verbal and written.
- Analytical and problem-solving mindset.

- Strategic thinker.
- Strong presentation skills.
- Proven ability to build relationships and navigate various internal and external teams.
- Able to conceptualize and execute products.
- Self-motivation, flexibility, and impeccable attention to detail.
- Degree in business, marketing, branding, or communication.
- This is a rare opportunity for someone who deeply understands online marketing and how to drive business through other channels as well. Crestline is a very successful B2B organization with a multi-million-dollar marketing budget and is looking for a highly motivated marketing professional.
- The successful candidate will know how to drive sales through multiple marketing methods. The Director of Marketing will be accountable for all marketing initiatives that will drive traffic, engagement, calls, and leads that convert to revenue. The successful candidate will possess strong leadership skills.

What would make you extra awesome:

- Marketing Automation knowledge
- Catalog production and circulation

What is in it for you:

- A challenging position with the opportunity to accelerate the growth of an established and successful organization
- Full benefits package
- Onsite Wellness Center and fitness classes
- Education reimbursement
- Profit-sharing
- 401k (with a match!)
- Bonuses for industry certification

Full-Time M - F, 40 Hours weekly

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