



VICE PRESIDENT OF BRAND MARKETING

PIVOT is a Bay Area sports and entertainment marketing agency based in Walnut Creek, California. Our mission is to unite brands and properties in lasting partnerships through marketing and sponsorships that channel the emotional energy of sports into profitable and meaningful consumer engagement.

We are looking for a qualified individual with the ambition to grow our company by providing expert management and strategy in our approach to marketing and brand client service.

The VP of Brand Marketing is responsible for managing client relationships and providing strategic guidance and leadership on brand client accounts. This individual oversees and leads client services, client strategy, and client acquisition to optimize the growth of existing accounts and effectively position PIVOT to acquire new accounts. The VP of Brand Marketing is responsible for ensuring optimum performance, productivity, efficiency, and profitability of the team through effective personnel management and assignment distribution. This person reports to and works closely with the CEO to assist in fostering a creative and collaborative environment focused on client satisfaction.

Responsibilities:

- Create and develop opportunities within existing brand client accounts to maximize revenue generation and growth
- Proactively seek opportunities to secure additional brand clients and cultivate sustainable relationships for the agency, in combined effort with the CEO and Business Development Management Team
- Serve as first point of contact for potential clients, i.e. lead pitch meetings and engage in all executive-level communication
- Develop brand awareness, recognition and activation strategies for active clients as well as strategy proposals for potential clients
- Create project scopes of work, budgets and implementation strategies
- Conduct and compose competitor landscape evaluations
- Manage brand team timeliness to client work
- Directly manage and coach the Account Management Team to provide optimal client services and ensure work and time spent on work is within scope
- Identify ways to improve and streamline PIVOT Score™ processes to ensure accurate results that best depict client goals and objectives
- Manage vendor bids and relationships
- Provide updates and insight on industry developments and trends
- Lead RFP responses
- Manage project progress, budgets and client satisfaction
Deliver quarterly reports capturing the progress of brand & marketing goals and initiatives, and discuss areas of improvement with the CEO and other appropriate company members



Qualifications:

- 8+ years work experience in marketing, branding, and project management
- Previous agency work a plus
- Substantial work experience in brand strategy development
- Strong knowledge of the national sponsorships and brand activation landscape
- Excellent presentation, written, and oral communication skills
- Effective team leadership skills and the ability to mentor PIVOT team members
- Ability to generate original and creative content with efficiency and a strong attention to detail
- Ability to work well with teammates, clients and vendors working remotely
- Ability to communicate clearly with the CEO and agency decision-makers to create a unified approach to strategy and decision-making
- Experience in organizational efficiency and operations management
- Experience using MS Office, Google Suite and specifically Power Point

Education & Experience:

- B.A. in marketing, sports management, business administration or design
- M.A. preferred, but not required
- 6-8+ years of agency and/or brand experience in marketing
- HTML, CSS knowledge a plus

***Please submit resume, portfolio of professional work, and LinkedIn profile to
dana@pivotmarketingagency.com***

PIVOT Agency
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