

IWCO Direct

Chief Marketing Officer

JOB SPEC

Overall Summary

Reporting directly to the CEO, the Chief Marketing Officer (CMO) is responsible for developing and implementing strategic growth initiatives across IWCO's key end markets. The CMO will lead the Marketing and Creative Services (MCS) team and work closely with other functions at IWCO to accomplish the revenue targets.

Responsibilities

- Develop a value proposition for digital printing and hyper personalization
- Review and develop growth plans for key vertical markets
- Brainstorm and develop new direct mail formats
- Deploy resources to specific client projects
- Develop the MCS team to be top performers

Targets to Achieve:

- Fill newly acquired capacity with profitable revenue
- Define opportunities for revenue growth in key end markets
- Identify acquisitions

Supervision Responsibilities:

This position has supervisory responsibilities, and will be responsible for supervision of the Marketing and Creative Services teams.

Required Skills/Abilities/Competencies:

- Strategic thinker with high EQ that aids the deep understanding of client needs.
- Quick study, can break problems down to their base levels.
- Strong organizational and communication skills, inspires action.
- Ability to get things done across organizational boundaries.
- Boundless energy, gets the organization excited (or Strong analytical capabilities, coupled with a creative talents to balance data with innovation)
- Highly organized and detail oriented; ability to handle a wide range of issues varying in complexity.
- Collaborative working style that can rally others to get things done.

Education and Experience:

- Bachelor's degree or combination of equivalent/related education and experience.

- MBA or strong financial experience
- 15+ years marketing experience with increasing levels of responsibility and leadership, including content, digital, product marketing, and marketing analytics
- 10+ years' experience hiring, leading, and developing both individual contributors and senior leaders
- Product development and product management skills
- Provide perspective and behavioral insights to support the evolution of our value proposition and service offerings.
- Brand builder with experience in brand strategy and management.

Physical Requirements:

- Ability to work 10 hours consecutively.
- This position may require sitting, walking, moving, reaching overhead, and lifting.
- Prolonged periods of sitting at a desk and working on a computer.
- Ability to adjust work hours to accommodate business/client needs. This may include some evenings and weekends.
- Ability to travel to the other IWCO locations as needed.

Contact Information →

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