

## EVP of Brand Integration

The **EVP of Brand Integration** is a facilitator of unified vision and collaboration within the agency. The agency optimist, this role champions the philosophy that anything is possible, and whenever feasible, we should find ways to say “yes” through the utilization of parameters, information, education and negotiation (while ensuring profitability.) The EVP of Brand Integration has ultimate accountability for all content and marketing tools developed on behalf the agency and our customers. They consistently display core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping customers make better decisions by ensuring the teams are motivated and equipped to develop and produce innovative, disruptive, effective and brand relevant work that delivers the right message to the right person at the right time using the most current and appropriate marketing techniques and technologies available. This will ultimately result in the success of our customer’s brands, the agency’s reputation and our own growth initiatives.

The **EVP of Brand Integration** has direct management oversight of three departments: Creative, Digital Technology and Business Development and is accountable for creating a structure and culture that empowers the Creative and Digital Technology teams to work together seamlessly on all initiatives, bringing forth well thought-out, differentiating target-centric solutions to our customer’s challenges and needs. In partnership with the President (overseeing Strategy, Media and Performance and Client Services) they will ensure that the broader team is working to bring these ideas forward as part of integrated and effective marketing communications programs. Additionally, EVP of Brand Integration is responsible for setting and managing the agency’s strategy for growth through acquisition.

The EVP of Brand Integration will be a contributing member of the agency leadership team, supporting the vision established by the President and taking ownership of key strategic initiatives as defined in Marriner’s annual plans and senior leadership team meetings. Specific responsibilities include:

### Business Development

- Develop an annual new business strategy including marketing tactics, target segments, target brands and budget and margin realization goals for current and subsequent fiscal
- Coordinate with President and department leads to identify and access agency resources needed to activate the business development plan
- Lead the entirety of new business process including, but not limited to:
  - Content development and distribution on behalf of Marriner
  - Direct outreach and nurture campaign development
  - Prospect engagement and interaction
  - Scope definition and proposal development
  - Presentation strategy, development, preparation, delivery and post- presentation communication
- Work with Creative and Digital Technology teams to develop targeted campaigns for priority segments and prospects
- Work with key team members to build and maintain Marriner’s content program

- Evaluate in-bound new business opportunities for their benefit to the agency and our mission. Make recommendations for which to pursue and which to refer to other capable agencies.
- Collaborate with CEO, President and EVP of Operations on negotiations and agreement development, review and approvals
- Set realistic expectations with prospects and new clients
- Assist with the onboarding process for new clients to ensure a smooth transfer of management with a clear understanding of scope and terms of the relationship. Establish timeframe and metrics of success that define when an account graduates from new business to existing business
- Maintain top-to-top relationships with all new customers for occasional account “health and wellness” check-ins
- Work with President to develop a top-to-top client relationship map for “health and wellness” check-ins with existing customer
- Build and maintain relationships with new business influencers including, but not limited to, media reps, agency consultants, industry consultants, researchers, etc.

### **Agency Leadership**

- Be the most optimistic person in the room
- Serve as the first representation of the Agency for business development opportunities
- Be a vocal member of the senior leadership team with ownership of, and support roles on, key agency strategic initiatives
- Utilize strong verbal and written skills to engage, excite and inspire internal and external stakeholders
- Direct management and oversight of VP of Digital Technology and head of the creative department
- In partnership with VP of Digital Technology and head of the creative department, develop departmental vision and successfully manage the department for sustainable growth and as thought leaders within the company and industry
- Encourage and empower the Digital Technology department to serve as subject matter experts on both the current state and future of digital marketing, combining the power of creativity with data and breakthrough technology to drive business growth, through independent study and professional development.
- Encourage and empower the Creative department to serve as subject matter experts on the latest creative trends, communication techniques and formats, and effective, disruptive work with a focus on the food, beverage and hospitality categories through independent study and professional development.
- Serve as a proud ambassador of the agency value proposition to consistently champion the voice of the target audience.
- Mentor and assist with the development of short- and long-term goals for the Digital Technology and Creative departments
- Review activity reports and financial statements specific to Business Development, Digital Technology and Creative to determine progress and status in attaining objectives
- Meet with partners to assess the direction of the company, develop short- and long-term goals and plans
- Coach department heads to find opportunities to drive more collaborative storytelling

## Financial Management

- Maintaining awareness and knowledge of the company's finances
- Focus on year over year contribution margin (CM) growth
  - Manage new business expenditures to achieve a ROI of at least 10:1
- Drive efficiency through implementation of tools and technologies to continuously improve agency CM
- Collaborate and coordinate with department heads to ensure proper job estimates and distribution of revenue based on task allocation
- Manage departmental labor to no more than 47% of CM for Digital Technology and 50% of CM for Creative

## Required Knowledge/Skills/Experience

- Ability to effectively lead, influence and negotiate across different disciplines, internal and external
- An innovator and visionary with a creative imagination and a way of working that inspires creativity
- Direct client experience and presentation skills to intimate and large groups of shareholders
- Enthusiasts of the food, beverage and hospitality industries
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Diplomatic in providing strong POV and making difficult decisions
- Able to work with broad spectrum of people - senior to junior level, multiple mindsets
- Ability to inspire people to do great work
- Ability to sell a point of view or ideas through storytelling
- Authentic mentorship that displaying a genuine interest in the personal and professional success of agency employees
- Innovative and entrepreneurial and excellent financial and operational working knowledge
- Positive and decisive in the face of challenges. Avoid negativity and wallowing; adjust and move forward confidently in pursuit of the strategy
- Strong professional representation of agency to the food/beverage and hospitality industry
- May require overnight travel up to 20-25%

## Key Performance Indicators (KPIs)

- Total agency billable fees goal of \$7.2MM with a net profit of 14%
- Support Creative on achieving FY22 goals:
  - Billable fees of at or above \$109,000/mo target (increase of approximately 18.5%)
  - Labor to billable fees ratio at or below 50% target
- Support Digital Technology on achieving FY22 goals:
  - Billable fees of at or above \$129,000/mo target (increase of approximately 20%)
  - Labor to billable fees ratio at or below 47% target
- Achieve \$2.8MM in CM through new business activity
- Manage customer churn to 10% of billable fees or less
- Manage employee turnover rate to 20% or less in departments