



JOB ANNOUNCEMENT

January 13, 2020

Director of Marketing & Communications Strategic Marketing & PR Vertical

Fallston Group (www.FallstonGroup.com), a Baltimore, Maryland-based company, is seeking a highly motivated Director of Marketing & Communications to join its growing team in a full-time capacity. We are seeking someone with at least 7 years of relevant marketing and public relations experience, superb writing capabilities, and the ability to multitask to oversee strategic marketing, communications and media relations support for clients in a wide variety of industries. This is a client-facing position, so terrific oral communications and presentation skills are a must.

Basic responsibilities for this position include acting as outsourced Chief Marketing Officer for Fallston Group's clients and developing strategic marketing and PR plans, overseeing and working with Fallston Group's strategic communications staff to execute resulting deliverables, raising market awareness for clients and crisis communications support. Agency and client-facing communication experience is preferred. Ideal candidates must demonstrate previous successes in earned, owned and paid marketing efforts and be able to thrive in a small, but fast-paced, growing culture. This position requires some travel and occasional evening/weekend support.

General responsibilities include:

- Researching, planning and implementing public relations and marketing communication strategies, both for Fallston Group and for client accounts;
- Building brand awareness and positioning for client accounts;
- Drafting, editing and distributing media materials and client deliverables, including press releases, media alerts, fact sheets, blogs, case studies, talking points, correspondence and letters;
- Using Cision software to activate public relations efforts and analyze reports;
- Understanding client's budget and business goals;
- Client-facing and account management;
- Identifying potential clients for Fallston Group through attendance at networking events and conferences;
- Assist chief executive with drafting business proposals and Professional Service Agreements (PSAs);
- Providing strong crisis communications support for Fallston Group's Crisis & Issue Leadership vertical;
- Writing crisis communications plans and confidential executive crisis assessments;
- Maintaining the highest standards of excellence while continually over-delivering for client accounts.



The ideal candidate will have:

- 7+ years of marketing and public relations experience;
- Proven ability to manage budgets;
- High competence in project and stakeholder management;
- An understanding of social media trends and best practices;
- Bachelor's degree from an accredited institution in a related field (e.g., public relations, communication, media, journalism, marketing);
- Established relationships with local media outlets/reporters and proven ability to connect with new contacts;
- Website management experience;
- Familiarity with Search Engine Optimization and Google Adwords;
- Proven ability to analyze marketing and PR activities and make recommendations for needed changes/improvements;
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, etc.);
- Proven familiarity with current marketplace trends and tactics;
- Excellent verbal and written communication skills;
- Working knowledge of public relations software (e.g., Cision);
- Proficiency in AP Style and strong copywriting skills;
- Ability to effectively and clearly communicate with internal and external audiences;
- Ability to work well as part of a team and in tandem with others to accomplish unique goals;
- Ability to multitask and thrive while working under very tight deadlines;
- A desire to learn and experience all facets of traditional and new media, while keeping up with emerging trends;
- Crisis communications experience strongly preferred.

ABOUT FALLSTON GROUP

Fallston Group is a Baltimore-based, global reputation agency. As much as 80% of an organization's marketplace value comes from intangible assets such as brand equity, intellectual capital and goodwill. Operating at the intersection of leadership, strategy and communications, Fallston Group maximizes those intangibles by focusing on three critical areas: strategic marketing and PR, crisis and issue leadership, and safety and security. Reputations are both positively and negatively impacted by many variables. We engage with velocity and vision while building, strengthening and defending reputations, each and every day – it's baked into our DNA. Whether a business or personal legacy, our "why" is quite simple – we're driven to help others when it matters most.



FALLSTON GROUP CULTURE

At Fallston Group, we believe in:

- Embracing sound character
- Establishing a clear vision
- Providing a learning environment
- Rewarding results
- Celebrating successes
- Growing from lessons learned
- Thinking beyond self
- Aligning with credible stakeholders
- Driving growth
- Getting excited about creative opportunity
- Over-delivering for those that depend on us

Interested candidates should submit cover letter, professional credentials, three writing samples, salary/benefit expectations and date of availability electronically to:

Fallston Group
c/o Human Resources Support
info@FallstonGroup.com

Fallston Group is an Equal Opportunity Employer