
Reports to: Sr. Brand and Communications Manager

Department: Marketing

Classification: Exempt

Updated: 09/04/25

Job Summary:

We're seeking a strategic, brand-driven communications leader to oversee and unify all marketing communications across digital, print, PR, and trade channels. As the Strategic Communication Manager, you'll serve as both a brand guardian and a content strategist, leading the development and execution of campaigns across channels that build awareness, drive engagement, and align with company objectives.

This high-impact role blends big-picture strategy with hands-on execution, requiring deep experience in PR, media relations, trade publishing, and product storytelling. You'll play a critical role in shaping the narrative for established brands and launching new products with bold, consistent messaging.

You'll operate within the Entrepreneurial Operating System (EOS) to drive results, foster cross-functional collaboration, and ensure our voice remains innovative, data-informed, and true to our brand promise.

Key Responsibilities:

- Own and evolve the brand voice, ensuring clarity, consistency, and impact across all touchpoints and formats.
 - Develop and execute integrated marketing communications strategies across B2B and B2C audiences.
 - Manage content development for trade publications, including editorial features, advertorials, and sponsored content.
 - Lead public relations and media outreach, securing high-impact coverage in trade and mainstream outlets.
 - Craft consumer-focused content to support new product launches, promotions, and educational campaigns.
 - Maintain and manage content calendars to align messaging across platforms and teams.
 - Use AI tools and emerging technologies to streamline content creation, enhance personalization, and drive campaign performance.
 - Track and optimize campaign KPIs; continuously improve communication effectiveness using analytics and feedback.
 - Collaborate with cross-functional teams to ensure marketing alignment with business priorities and EOS Rocks.
 - Champion brand standards across internal and external communications.
 - Participate actively in EOS Level 10 Meetings™ and contribute to company-wide initiatives.
 - Other duties as assigned.
-

Required Qualifications:

- Bachelor's degree in Journalism, Communications, or a related field.
- 5+ years of experience in marketing communications with a strong focus on brand strategy and public relations.
- Demonstrated expertise in developing and executing multi-channel content strategies and campaigns (digital, print, PR, trade)
- Excellent writing, editing, and storytelling skills, with ability to tailor content for diverse channels and audiences
- Experience using data to inform strategy and improve communication performance.
- Exceptional organizational, project management, and collaboration skills.
- Comfortable working in a fast-paced, growth-oriented environment.

Preferred Qualifications:

- 10+ years of experience in strategic marketing communications (CPG experience a plus).
- Familiarity with EOS/Traction framework.
- Experience with AI content platforms (e.g., Copilot, Chat GPT, Claude) and interest in tech-enabled marketing.
- Budget management experience and working with external agencies or freelancers.
- Visual storytelling or graphic design skills a plus.

Our Values

- We seek candidates who reflect our company values: Integrity, Excellence, People Chemistry, Golden Rule, Courage, and Servant-Leadership.

Compensation:

- Estimated annual base salary range: \$105,000 – \$125,000, plus eligibility for performance-based bonus compensation.
-