

Reports to: Sr. Brand and Communications Manager

Department: Marketing

Classification: Exempt

Updated: 021026

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 Communications 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, social media management, 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. This role includes direct management of the Social Media Specialist.

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.
- Lead public relations and media outreach, securing high-impact coverage in trade and mainstream outlets.
- Manage content development for trade publications, including editorial features, advertorials, and sponsored content.
- Craft consumer-focused content to support new product launches, promotions, and educational campaigns.
- Oversee social media strategy and execution across all platforms, including content calendars, engagement, and performance optimization.
- Directly manage the Social Media Specialist, providing strategic direction, mentorship, and performance management.
- 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.
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- 5+ years of experience in marketing communications with a strong focus on brand strategy, public relations, and social media management.
- Demonstrated expertise in developing and executing multi-channel content strategies and campaigns (digital, print, PR, trade, social).
- Proven experience managing direct reports and developing team members.
- 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.
- Experience with social media analytics platforms and community management.

Our Culture

King Technology is a people-first company where creativity thrives alongside respect for faith, family, and work-life balance. We believe the best work happens when people feel valued as whole individuals.

Our values shape how we work:

- We **Reflect Integrity** in every client interaction, design decision, and team conversation
- We **Sparkle with Excellence**, holding ourselves to high creative standards while continuously learning and improving
- We **Create Good Chemistry with People** through trust, collaboration, and genuine support for each other's growth
- We're **Ruled by the Golden Rule**, treating colleagues, vendors, and stakeholders with fairness and respect
- We're **Immersed in Courage**, empowering bold creative ideas and direct, thoughtful communication

You'll join a collaborative team that celebrates creative excellence, invests in professional development, and believes your life outside work matters just as much as what you create within it.

Compensation:

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