

## **Director of Marketing**

*149 Twin Springs Road, Hendersonville, NC, 28792  
In House Position*

These days, so many companies are still using old playbooks when it comes to marketing. When we get calls from magazines asking for us to place \$10,000 print ads, it reminds us that there are people who actually think that's the best use of their corporate advertising budget. Here at HiViz, we think there are more creative ways to engage our audience, and we're looking for someone to join the team and lead that initiative for our business.

We are passionate about serving first responders. Every day, we wake up with the mission to help first responders work more safely and effectively after dark, so they can save lives. Our core business is robust hardware in the form of LED lighting tech married to the most versatile software on the planet — but we aren't stopping at supporting first responders during the hours they're on the clock.

Our media division creates content to inspire, educate, and entertain. Whether it's scrolling through our TikTok channel to see what our team is up to or listening to our company podcasts, The 24/48 and The Supply Line, our goal is to support the first responder as a whole.

We're looking for the type of person who sees a piece of content and thinks "damn, that was AWESOME!" And isn't afraid to get nerdy with the team about why it struck them, and how they could build on the idea to create something totally out of this world. We're striving to find a creative mind who's experience leading marketing teams can be harnessed to continue to bolster the experience around one of the most relatable brands in the Public Safety industry today- the FireTech Brand.

### **In this position, you will be responsible for:**

- Leading the marketing department; develop & execute strategy
- Team leadership & development:
  - Videographer
  - Graphic Designer
  - Creative Marketing Specialist
- Brand & Content Strategy, including podcasts, website content, email campaigns, and social media
- Manage strategic industry relationships & influencer partnerships
- Events & trade show experiences
- New product launches
- CRM Management (HubSpot)
- Marketing Operations

**Skills needed:**

- 8+ years of marketing experience across multiple dimensions - brand, demand generation, strategy, operations
- Deep understanding of brand marketing and social media strategy
- Proficiency in data analysis and CRM proficiency (bonus if you're a HubSpot expert)
- At least five years of proven experience managing a team, ideally creatives
- Be a team player and a fun person to work with
- Love to learn and experiment with new ways to grow the brand

**Interview Process:**

- Recruiter Screen
- Intro call with COO
- Interview with HiViz team
- Social Interview with spouse/partner
- StrengthFinder assessments & background check

**We love our people and care about our culture, we want you to feel the love which is why we offer the following benefits:**

- Health insurance available immediately
- Life and disability insurance
- 401(k) contribution immediately, and a match after 1 year of employment
- Professional development and continuing education
- Flexible holidays, vacation, and PTO

If you love the first responder community and want to do work that fuels our purpose then we would love to meet you!

*(PS...not from Western North Carolina? It's worth moving to! We're nestled in the stunning Blue Ridge Mountains with endless outdoor activities and a thriving food, beer and art scene!)*