

GLASS STAIRCASE

Partnership Success Manager + Marketing Strategist

Position Details

Employment Type: Full Time Contract Labor, 3 month initial contract

The mission of the Glass Staircase team is to create, build and engage communities through powerful branding, content, social media, digital marketing and custom strategy. Our team members are movers and shakers — ready to explore and navigate new digital and creative terrain every week with enthusiasm! GS team members understand brand voice and communication, and are advocates and super promoters of clients and their brands. This job requires passion, organization, problem solving, hard-work and talent. Individuals who enjoy a fast paced environment supported by the collective team effort will thrive in this role.

Our Partner Success Managers + Marketing Strategists are masters of communication and creativity, responsible for partnership management, project management, creative drive and quality control, ultimately growing brands and businesses through strategic marketing and creative work. You'll collaborate across a wide variety of teams and platforms, cultivating and nurturing lasting and meaningful relationships with clients and partners. You'll work closely with clients to establish goals and expectations, functioning as a seamless extension of clients' marketing teams. You'll also deliver clear insights to partner vendors and the GS Creatives, our collective team of writers, designers, photographers, cinematographers, producers and editors in an effort to meet those goals, seize new opportunities, and deliver quality work.

This position requires a strategic, creative and highly motivated individual to curate a client's journey from start to finish. In this position you must love all things marketing – from social media and brand campaigns to copywriting and creating content. You must know how to use these tools to target new customers, build community, and develop and deploy content to support business goals. You'll also understand the power of influencer marketing and paid advertising, and know how to leverage deep relationships with like-minded businesses who can support objectives.



The ideal candidate is passionate about all things digital and creative, has a deep understanding of both established and emerging digital marketing channels and is able to flex between thinking big and diving deep.

Responsibilities

- Manage day-to-day communication with assigned clients, build long-term relationships, and proactively identify new opportunities
- Problem-solving: you'll create 360 marketing solutions and strategies and guide marketing and brand campaigns and initiatives
- Effectively communicate client needs, requests, goals and concerns to GS Creatives and partner vendors with specific direction, making sure work happens on time and within budget
- Develop and implement a strategic cross-channel strategy that ladders up to broader business goals
- Lead and integrate the marketing technology stack for social media marketing needs and campaigns, including influencer marketing
- Strategize and refine marketing campaigns, contributing innovative ideas in an effort to exceed clients' goals and expectations
- Set appropriate and effective benchmarks and KPIs, making sure clients understand exactly what we're doing and why
- Lead meetings, brainstorming and workshops with clients and GS Creatives to review results, communicate plans, answer questions, and make recommendations for next steps
- Interact with our clients, their account managers, and department leads in meetings, brainstorming, and workshops
- Utilize brand, product knowledge and research to develop marketing strategies
- Actively engage in the brand's online communities, build deeper relationships with customers, inspire testimonials, and drive advocacy
- Learn new industries and adapt to different online communities
- Keep the leadership team updated regarding account progress, risks, and goals which will ensure everyone stays in alignment
- Track, report and create account KPIs based on client goals
- Collaborate with the Captain of Business Operations + Development to identify and nurture new opportunities for Glass Staircase, including researching and analyzing service expansion opportunities



and gaps, interpreting data, and identifying improvements to our offerings

- **Digital Experience Preferred:** Google Analytics, Facebook Ads Manager, LATER or social media management software, SEM Rush, HIVE/Asana or other project management software, CMS for Wix/Squarespace/Webflow, etc.

Qualifications

- 2-3 years of managing partnerships and marketing strategy for B2B and B2C companies
- Must understand branding/brand standards and work well with creative teams to create on-brand and on-strategy content and campaigns
- Outstanding collaboration and communicative skills, with demonstrated confidence to engage not only with your team and stakeholders across the company, but also with customers and leaders with vision online
- Exceptional attention to detail, exemplifying outstanding grammar and language skills
- Specialist at cross-functional project management
- Extensive understanding of digital marketing: SEO marketing, social media marketing and advertising, email marketing, website maintenance and content creation, and platform functionality
- Strong self-starter and individual contributor, but also a steady teammate and project leader bringing a fun and upbeat approach and demeanor with willingness to engage
- Ability to take suggestions/ideas and run with them, infusing the voice of the brand along with a personal and human touch
- Innovative - always looking for ways to take your programs and technology to the next level for clients
- Collaborative and takes great pride in the quality, precision, and measurable results of your team
- Mastery skills to assemble and interpret social media metrics with ability to course-correct and optimize
- BA or BS degree or commensurate experience

To apply, please submit your resume and portfolio to rachel@glasstaircase.org

