



Marketing & Communications (MarComm) Position Description

Position Overview

The Marketing & Communications (MarComm) team member plays a key role in developing and executing integrated marketing and communications strategies that build brand awareness, strengthen reputation, and engage target audiences.

This role works closely with internal teams and client account service teams to deliver high-quality, data-informed campaigns. The role balances strategic thinking with hands-on execution and requires strong communication, organization, and problem-solving skills.

Core Responsibilities

Integrated Strategy & Execution

- Support the development and implementation of integrated marketing and communications strategies aligned with client goals and objectives
- Drives multi-channel campaigns working across teams & verticals representing earned, owned, and paid media
- Ensure consistency of messaging, brand voice, and visual identity across platforms
- Monitor industry trends and apply insights to improve strategy and performance

Content Development & Storytelling

- Draft and edit a variety of content including press materials, messaging frameworks, emails, and marketing collateral
- Translate complex ideas into clear, compelling narratives tailored to target audiences
- Collaborate with creative, paid and digital teams to ensure alignment between messaging and design

Media Relations & Outreach

- Support media relations efforts, including media list development, pitching, and follow-up
- Build and maintain relationships with media, influencers, and community partners
- Track and report on coverage, engagement, and campaign performance

Client & Project Management

- Contribute to client relationships through responsive communication and reliable execution
- Manage timelines, deliverables, and workflows across multiple projects

- Coordinate with cross-functional teams (creative, digital, paid media, data) to deliver integrated solutions
- Support reporting and performance tracking for campaigns and initiatives

Campaign Performance & Optimization

- Monitor campaign metrics and provide insights to improve effectiveness
- Assist in developing reports that communicate performance and ROI
- Support optimization of campaigns based on data, audience behavior, and market trends

Key Competencies & Traits

- Strong written and verbal communication skills
- Strategic thinker with attention to detail and execution discipline
- Ability to manage multiple priorities in a fast-paced environment
- Collaborative, team-oriented mindset with strong interpersonal skills
- Proactive learner who stays current on marketing, communications, and media trends
- Creative problem-solver with a results-driven approach

Qualifications (Generalized)

- Bachelor's degree in marketing, communications, public relations, or a related field (or equivalent experience)
- Experience in marketing, communications, public relations, or digital marketing (range varies by level)
- Familiarity with integrated marketing concepts, media relations, and digital channels
- Experience working in a collaborative, team-based environment

Moore Culture

Moore values collaboration, creativity, and a team-oriented approach to delivering excellent work for clients. Employees are encouraged to contribute ideas, support one another, and bring fresh perspectives to projects. The company also supports work-life balance through paid holidays, the week between Christmas and New Year's Day off, birthday leave, and a weekly flex schedule that allows full-time employees to work a half day on Fridays. Moore has been recognized as a Florida Trend Best Place to Work for 16 consecutive years, reflecting its commitment to a positive, collaborative workplace culture.

How to Apply

Interested candidates should submit a cover letter and resume to Amandap@themooreagency.com with "Marcomm Position" as the subject line.