



Job Description

As a Marcomm team member at Moore, you will play a critical role in crafting and executing innovative marketing strategies that build brand awareness, relevance and respect among targeted audiences. You will lead integrated marketing communications efforts, ensuring consistency and excellence across all channels. This role demands a leader with exceptional communication skills, strategic insight and a track record of success in both traditional and cutting-edge campaigns.

Key Characteristics and Expertise:

- **Strategic Leader:** Independently guide clients, manage complex issues and drive successful marketing initiatives that align with client goals.
- **Proactive Learner:** Embrace and expand Moore's culture of continuous improvement, staying ahead of industry trends to deliver innovative solutions.
- **Business Development Contributor:** Actively participate in business development and outreach to grow client relationships and secure new opportunities.
- **Creative Problem-Solver:** Participate in the development and implementation of strategic and creative solutions that address client needs and market challenges.

Roles and Responsibilities:

The individual in this role will oversee multifaceted responsibilities, balancing strategic vision with hands-on execution to deliver impactful results.

Client Management:

- Develop and maintain productive working relationships with clients, earning their respect and trust as a strategic partner.
- Serve as a primary point of contact for clients, independently managing projects and navigating complex client needs.
- Guide junior account team members, fostering growth and ensuring high standards of quality in all client deliverables.
- Lead the development and implementation of strategic plans that drive integrated marketing campaigns.

Strategic Marketing and Communications:

- Lead the development and execution of comprehensive communications plans that elevate brand presence and engage target audiences.
- Spearhead grassroots events and brand-building initiatives, ensuring seamless integration with broader marketing efforts.
- Continuously refine brand voice and messaging to maintain a distinct and compelling market presence.
- Leverage consumer insights and market trends to inform data-driven strategies, ensuring Moore remains at the forefront of industry best practices.
- Cultivate strategic partnerships and alliances that amplify brand influence and drive business outcomes.



- Strategize and implement on public relations tactics including media relations, community relations, community partnerships, event management and influencer marketing.
- Lead on paid campaign management overseeing the strategy, creative development, execution, optimization and reporting of client advertising campaigns.

Leadership and Team Development:

- Demonstrate sound judgment, effective problem-solving, and leadership skills that inspire confidence within the team and among clients.
- Organize and manage workload effectively, ensuring that projects are completed on time, on budget and to the highest standards.
- Contribute to Moore's business development efforts, identifying opportunities to expand services and build new client relationships.

Qualifications:

- Proven experience in marketing communications across multiple channels, with a minimum of 5 years experience preferably in an agency setting.
- Thorough knowledge of communications principles, brand, product, and service management, with a track record of delivering successful outcomes and high performance.
- Advanced experience across traditional and modern marketing functions, including branding and messaging tailored to diverse target audiences.
- Ability to understand changing market dynamics and translate them into actionable strategies that achieve client objectives.
- Exceptional written and verbal communication skills, capable of articulating complex ideas clearly and persuasively.

Moore Culture

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 52 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive. Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff is quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays. Employees may take their birthday off and work on weekly flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate. Activities include lunch and learn sessions



yoga sessions and healthy potlucks.

Moore has been named a Florida Trend Best Place to Work 15 years in a row. The honor is bestowed by the statewide business publication annually to 100 organizations in Florida and is based on company policies, practices and demographics, as well as employee feedback received through an anonymous survey. This recognition speaks to the culture that has been created at Moore—a culture of excellence and collaboration that results in success for clients and happy, loyal employees.