



Strategic PR/Marketing Advisor

Looking for a **Passionate and Experienced PR/Marketing Professional**

We are seeking a dynamic and experienced Strategic Marketing Advisor to join our team at Merlot Marketing. As a Strategic PR/Marketing Advisor, you will play a pivotal role in managing client relationships, overseeing and executing public relations, social media and key projects, and driving strategic initiatives on behalf of our clients. Your ability to provide exceptional service, lead cross-functional teams, and ensure the successful delivery of marketing campaigns will be crucial to the agency's success and client satisfaction.

ABOUT US

Merlot Marketing is a national, award-winning, full-service marketing agency specializing in branding, public relations, social media, advertising, and media planning and buying. We are known for providing exceptional client service, and unparalleled industry expertise. With a prestigious portfolio of home and building products clients, among other industries, we pride ourselves on delivering impactful creative and marketing campaigns that drive brand and business growth.

KEY RESPONSIBILITIES

- **Public Relations:** Collaborate with clients and internal teams to develop comprehensive public relations strategies that align with clients' goals and target audiences. Translate client objectives into actionable plans, ensuring campaigns are aligned with client goals and executed successfully.
- **Client Relationship Management:** Serve as the primary point of contact for assigned clients. Build and nurture strong, collaborative relationships by understanding their business objectives, needs, and challenges. Proactively identify opportunities to enhance the client-agency partnership and deliver value-added solutions.
- **Strategic Planning:** Collaborate with clients and internal teams to develop integrated marketing strategies that align with clients' PR and marketing goals and target audiences. Translate client objectives into actionable plans.
- **Project Oversight:** Lead project management efforts, from concept to execution, ensuring that all deliverables are completed on time, within scope, and on budget. Coordinate cross-functional teams, including public relations, creative, design, content, and digital teams, to ensure seamless execution of campaigns.
- **Quality Control:** Maintain a keen eye for detail, reviewing all materials and deliverables to ensure they meet both agency and client standards. Provide constructive feedback to creative, PR and social teams to drive continuous improvement and exceptional creative output.
- **Budget Management:** Manage project budgets and client hours, track expenses, and ensure accurate billing.

- **Performance Analysis:** Regularly analyze campaign performance, utilizing data-driven insights to measure effectiveness and make strategic recommendations for optimization. Present results to clients in a clear and compelling manner, offering actionable insights for future campaigns.
- **New Business Support:** Collaborate with Executive team in contributing to proposals, pitch presentations, showcasing the agency's capabilities and expertise to potential clients.
- **Team Leadership:** Although Merlot has a 'team-based' structure, we still expect each member of our team to lead and inspire all team members. Provide mentorship, guidance, constructive feedback, and professional development opportunities to team members to ensure continuous improvement for all.
- **Remote Work:** Ability and desire to work independently, manage deadlines and responsibilities in a work from home (WFH) or remote setting

REQUIREMENTS / QUALIFICATIONS

- Bachelor's degree in Marketing, Public Relations, Advertising, Communications, or a related field. Relevant advanced degree or certifications a plus.
- Proven experience (10+ years) in account management within a marketing agency environment.
- Strong understanding of marketing principles, branding, digital marketing, and advertising strategies.
- Exceptional project management skills with a track record of successfully managing multiple projects simultaneously.
- Excellent communication and interpersonal skills, with the ability to build rapport and effectively present ideas to clients and internal teams.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Proficiency in PR, marketing tools and software.
- Leadership experience with a passion for developing and mentoring junior team members.
- Ability to thrive in a fast-paced, entrepreneurial, and creative environment

What We Offer:

- A vibrant and collaborative work environment that encourages creativity and innovation.
- Competitive commission and bonus structure.
- The chance to work with industry leaders and high-profile clients.
- Opportunity for career advancement and growth
- Agency Perks
 - Remote work policy
 - MerLunch
 - Merlot Book Club
 - Merlot Summer Series
 - Generous holiday schedule
 - 5-year anniversary trip to Hawaii or Mexico
 - Team appreciation perks/events

- PTO/PSL
- Health insurance (medical, dental and vision)
- 401(k) with matching

LOCATION + TRAVEL

Merlot Marketing currently employs a hybrid work model enabling team members to work remotely. However, in-person team meetings and other collaboration are required as often as needed. Frequent travel may be required for client meetings, media engagements/tours and industry trade shows/conferences and other events.

SUMMARY

If you are passionate, creative and know how to garner great results, then we'd like to hear from you! This is a full-time position that includes health benefits and 401k profit sharing with a lot of potential for advancement within the company. Salary dependent upon experience. Qualified candidates please email a resume, cover letter and salary requirements to jobs@merlotmarketing.com. Please note, that only shortlisted candidates will be contacted for interviews. Thank you for considering a career with our agency.

Be sure to write **Strategic PR/Marketing Advisor** in the Subject Line. Equal Opportunity Employer.