

Marketing and Communications Director

ABOUT AGH:

As one of the top 200 CPA and advisory firms in the U.S., AGH has been serving closely held and privately-owned entrepreneurial firms and public sector organizations for more than 80 years. AGH is based in the central U.S., but the firm's reach and specialized expertise available to clients spans the globe. AGH's more than 130 professionals serve as trusted advisors and provide clients with a broad portfolio of tax, assurance and advisory services.

POSITION SUMMARY:

This role directly contributes to our firm's success by cultivating new market opportunities, fostering client engagement, enhancing overall business development efforts, and attracting top talent through compelling brand storytelling and targeted marketing initiatives. The position will develop and execute marketing strategies that showcase our professional services and establish a strong market position that resonates with our clients, employees, and recruits. This position will also ensure that all marketing materials and communications meet quality standards and adhere to messaging guidelines.

ESSENTIAL RESPONSIBILITIES:

- **Brand Management:** Ensure consistent branding across all marketing materials and communications, leveraging the firm's unique market position and promoting its core values and culture.
- **Market Awareness:** Stay informed of market trends, industry news, and competitor strategies, and proactively adapt marketing plans to maintain a competitive edge.
- **Business Development:** Assist our professional team with creating persuasive proposals, presentations, and marketing materials, tailored to client needs, highlighting our expertise, and showcasing our commitment to delivering superior client value.
- **Employee Recruitment:** Assist our human resources team with driving talent acquisition through compelling marketing and communication strategies that promote open roles and showcase our firm's career opportunities and benefits.
- **Content Development:** Develop and execute a content strategy to create high-quality, engaging content for various platforms, such as the firm websites, social media, and professional networks, that reflects the firm's expertise and positions our professionals as industry thought leaders.
- **Digital Marketing:** Lead digital marketing efforts, including website strategy, social media, search, and online advertising to optimize presence and performance.
- **Event Coordination:** Coordinate the planning and execution of internal and external events, such as seminars, webinars, and conferences, to engage clients and drive business development.
- **Public Relations:** Manage public relations activities and events, fostering a positive public image and building productive community relationships.
- **Media Relations:** Develop and maintain strong relationships with media representatives, managing media inquiries and interview requests and crafting articles and other content for media outlets.
- **Community Involvement:** Represent our firm as a community ambassador, highlighting our commitment to giving back by actively participating in and supporting non-profit, civic, and charitable activities, while building relationships that align with our firm's values and principles.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or related field; master's degree preferred.
- Minimum of 10+ years of marketing and communications experience; background in professional services preferred.
- Proven experience developing and implementing successful marketing and communications strategies.
- Demonstrated ability to adapt to evolving market conditions and competitive landscapes.
- Excellent communication skills, both written and verbal.
- Ability to manage multiple projects and priorities efficiently.
- Proficient in digital marketing and social media strategy.

WORKING CONDITIONS

The Marketing and Communications Director will work in a fast-paced, professional office environment. This role requires a regular work schedule, but additional hours may be necessary to meet project deadlines or attend or coordinate events. The position involves collaborative work with an internal team and external partners, necessitating high interpersonal interaction and communication. Occasional travel for events, training, or meetings may also be required, which could include overnight stays. The ideal candidate will thrive in a deadline-driven, dynamic environment and demonstrate resilience and flexibility in response to changing market conditions and business needs.