

JOB POSTING 13 November 2023

POSITION TITLE

Marketing Manager

JOB TYPE

Full-Time

LOCATION

This onsite position will sit in the Houston, Texas office.

DESCRIPTION

Are you an aspiring marketing professional looking for an opportunity to advance your skills and career? The Marketing Manager will gain visibility into the inner workings and aspects of the marketing and public relations field, provide concrete deliverables, and continue to build their expertise from top to bottom. If you are a smart, ambitious, and natural communicator who likes the excitement of new challenges and can thrive in a fast-paced environment, this opportunity provides a unique experience to the right candidate to watch their work create large-scale impact in real-world environments.

POSITION DUTIES

To be a successful marketing manager, you must be a confident public speaker with copywriting and social media marketing skills. Reporting to the Media Relations Director and working closely with the Head of Global Development and COO, the Marketing Manager will assist with the following for Straife and its sister company Hyperfocal:

- Implement marketing and communications strategies.
- Update and maintain social media pages.
- Research and evaluate competitor marketing and PR initiatives and digital content.
- Monitor media coverage and create press clippings and reports.
- Create engaging content for media releases, social media platforms, and newsletters.
- Create presentations, brand assets, and media kits.
- Give input on marketing initiatives and creative ways to improve internal and client public images.
- Schedule and organize events.
- Other marketing and communications duties.

REQUIREMENTS

- College graduate with a degree in marketing, communications, or related field.
- Minimum two years of marketing experience.
- Proactive self-starter who can perform under time constraints and with limited direction.
- High degree of professionalism and ability to maintain confidentiality.
- Proven interpersonal skills with a strong desire to learn and a professional drive.
- Excellent written, proofreading, and editing skills.
- Strong attention to detail and accuracy.
- Good research and analytical skills.
- Comfortable with public speaking and engaging with stakeholders.
- Solid understanding of various social media platforms (Facebook, Twitter, LinkedIn, etc.).
- Basic budget management skills.
- Familiarity with design, media, and project management platforms (Google Slides, Canva,



Photoshop, Cision, MuckRack, Asana, etc.) is a plus.

POSITION BENEFITS

- Gain valuable experience with a multinational risk management firm; learn from experts in the field.
- Competitive pay and health benefits.
- Opportunities for advancement.

HOW TO APPLY

Email your resume and letters of recommendation to HR@Straife.com.

ABOUT STRAIFE

Straife provides corporate strategy, risk advisory, and compliance services to public and private sector organizations. Straife serves businesses, governments, public-sector agencies, not-for-profits, and individuals around the world, helping to identify opportunities and provide solutions to their most pressing challenges. From geostrategic advisory and risk management to compliance and on-the-ground support, our team meets client requirements worldwide. For more information, please visit straife.com.

ABOUT HYPERFOCAL

At Hyperfocal, we bring together global media, industry, and political experts to provide clients with tailored solutions for their communications needs. Our team of advisors has worked as journalists, lobbyists, public relations executives, and campaign strategists. To learn more, please visit hyperfocal.pr.

IMPORTANT

Straife is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, national origin, ancestry, gender, gender identity, marital status, status regarding public assistance, citizenship status, physical or mental disability, sexual orientation, membership or activity in a local commission, veteran status, age, or any other status protected by law.