

**Director of Marketing**

149 Twin Springs Road, Hendersonville, NC, 28792

*In House Position*

These days, so many companies TOTALY MISS THE BOAT when it comes to marketing. When we get calls from magazines asking for us to place \$10,000 print ads, it reminds us that there are people who actually think that's the best use of their corporate advertising budget. Here at HiViz, we think there are more creative ways to engage our audience, and we're looking for someone to join the team and lead that initiative for our business.

We're looking for the type of person who sees a piece of content and thinks "damn, that was AWESOME!" And isn't afraid to get nerdy with the team about why it struck them, and how they could build on the idea to create something totally out of this world. We're looking for someone who's mind is only constrained by the number of hours in the day, who bucks "status quo" and who wakes up and thinks "I wonder if we can do it better/cooler/faster/smarter". We're striving to find a creative mind who's experience leading marketing teams can be harnessed to continue to bolster the experience around one of the most relatable brands in the Public Safety industry today- the FIRETECH Brand.

- When most give a speech, we show a video.
- When most show a widget, we automate the widget and turn the entire room in to an immersive experience.
- When most set up a trade show booth, we race to get set up early, shoot an engaging event-video, and have it playing on an automated fire truck covered in screens before the event opens to welcome attendees to the city.

**Here's the caveat-** if you're the type of person who thinks creating out-of-this-world experiences has to cost thousands of dollars, you're probably right for a different company. At HiViz, one of our core values is to think first with our creative minds before spending our customers money. We'd always rather invest in amazing PEOPLE who are highly creative, dedicated, and **capable** than just blindly in high cost ad channels that usually only yield mediocre results. We can do a LOT with a LITTLE.

We are passionate about serving first responders. Every day, we wake up with the mission to "Help First Responders work more safely and effectively after dark, so that they can help others". And we don't just say that. Every member of our team can recite that mission at a moments notice and we live and breathe it every day. We expect you will as well. While our core business is manufacturing lighting to improve visibility, we're also big creatives at heart and multimedia is a HUGE part of our business.

These are our core values. If you align with each of these, read on!

- A defect free product is our policy
- We will be energetic, enthusiastic and tenacious in our work. But we will always do it with integrity.
- We will provide above and beyond customer service. We will communicate proactively and do what we say we are going to do.
- We will always remember that every customer is the most important customer
- We will enjoy our work, our team and our customers. Passion is key.
- We will lead from the trenches; nobody is too good for any job or task.
- We will admit when we are wrong or when something needs improving. We are not afraid to say “I don’t know” and we will help each other overcome obstacles/ find answers.

**In this position, you will be responsible for:**

- Trade show experience(s)
- Website strategy (in conjunction with a 3rd party firm)
- Building and managing the multimedia team
  - Videographer
  - Graphic Designer(s)
    - Driving the creation of all product literature and catalogs
    - Driving the creation new printed material
  - Copywriters
- Podcasts and distribution of video and audio content
- Social media platforms
  - Facebook, YouTube, LinkedIN, TikTok, Instagram
- Blog Content
- Developing relationships with strategic industry partners and their marketing teams

**Must have's:**

- Experience working in a rapid-growth business environment
- Burning passion for modern marketing technology or strategy
- Experience leveraging analytics from previous marketing initiatives to drive future strategy
- Proverbial “thousands of ideas” for new content, but ability to discern the best investment of time and resource
- Experience managing creatives (video producer, graphic designer(s), copywriters)
- Management of multi-channel social media platforms. Must be able to speak to the type of content created for each
- Be a team player and a fun person to work with
- Love to travel (Western NC, Seattle WA, parts of Europe, and Seoul South Korea)



If you think this sounds like you, **WE WANT TO HEAR FROM YOU!** Please visit [jointeamhiviz.com](http://jointeamhiviz.com) and fill out an application. The process is long, but we're looking for a needle in a haystack.

*(PS... feel free to do something creative to show your marketing skill to our recruiting team)*

*(PPS...not from Asheville? It's worth moving to! We're nestled in the stunning Blue Ridge Mountains with endless outdoor activities and a thriving food, beer and art scene!)*