

Position Title: Marketing and Sales Director

Term of Employment: Full Time

Location: Fort Worth, Texas

Reports To: CEO

Travel: Up to 30%

Compensation: Base salary \$60K + commission, PTO, 401K and health benefits

Position Summary:

Would you love the opportunity to help build a nationally known marketing and communications agency? OCG|PR, a full-service public relations agency in Fort Worth is looking for a highly motivated individual with a proven track record in marketing and sales. The ideal candidate will have 4+ years of proven sales and marketing experience in a fast-paced environment. If you are ready to help us grow our agency, you may be the person we are looking for to join our team.

The core competencies of this position are:

- Lead the company's sales and marketing efforts
- Execute company's External email marketing and digital/social media campaign
- Manage CRM database and strategies
- Create a business development pipeline
- Develop and manage a business development plan
- Manage internal and external processes surrounding RFP submissions
- Assist with the development of presentations and pitches
- Seek, track and report weekly business sales activities
- Establish and maintain relationships with business decision-makers

Your will be suited for this position if you have:

- BA or BS degree from an accredited college/university with emphasis on marketing and/or communications.
- 3+ years of proven sales and marketing experience
- Knowledge of the public relations industry
- Strong comfort level conducting business on the phone and in person
- Excellent organizational and interpersonal skills
- Strong communication ability, both verbal and written
- Experience working effectively on cross-functional teams and working on multiple projects simultaneously; independent, self-starter, willing to learn
- The ability to work well under pressure in a small firm atmosphere is a MUST
- Demonstrated excellent business mastery, including the ability to integrate work across multiple practice areas in order to grow the company and enhance customer satisfaction and productivity
- Strong planner skills, able to develop and execute business plans, manage information, and provide exceptional service to clientele

- The ability and confidence to follow up and follow through on projects without requiring intensive supervision
- Demonstrated excellent management mastery, including effective resource and project planning, decision-making, results delivery, and team building; results-oriented with willingness to take responsibility and initiative

To Apply:

If you can't wait to start, here's what you do next!

Please send your resume to Evelyn Torres at careers@ocgpr.com

Attach a current resume and a cover letter, with the code **MS** which includes your salary requirement.

We look forward to working with you! Thanks in advance for taking the time to submit your resume.