



## DIRECTOR OF MARKETING

### Who Are You?

As our Director of Marketing, you'll be the creative powerhouse behind our Class B RV brand, shaping and executing marketing strategies that captivate and engage. This role is designed for an innovative leader who excels in dynamic environments and is driven to set new standards in the RV industry's marketing landscape.

### Role Overview

The Director of Marketing is a strategic leadership position responsible for crafting and implementing marketing initiatives that enhance brand visibility, engage customers, and drive growth. This entails leading the marketing team, developing brand strategies, overseeing the marketing budget, and leveraging data analytics to refine marketing efforts. Here's a more detailed look at the role:

### Essential Functions

- Develop and execute a comprehensive marketing strategy that aligns with the company's growth objectives.
- Lead and mentor the marketing team, encouraging a culture of innovation and high performance.
- Oversee the creation and execution of engaging marketing campaigns across various channels.
- Conduct in-depth market research to stay ahead of industry trends and consumer preferences.
- Collaborate with sales and product development teams to create cohesive and effective market strategies.
- Manage the marketing budget efficiently, ensuring maximum ROI on marketing initiatives.

### Ideal Experience

- Proven experience in marketing leadership, with a track record of developing successful marketing strategies.
- Exceptional leadership and communication skills, capable of inspiring a team.
- Strong analytical and strategic thinking abilities, with experience in market research.
- Expertise in digital marketing, including SEO, social media, and content marketing.
- Familiarity with CRM software and marketing analytics tools.

- Ability to thrive under pressure and adapt to rapidly changing market conditions.

### **Core Traits**

- Assertive and Open Minded
- Self-aware
- Ambitious
- Authentic
- Not assholes

### **Physical Requirements**

- Must be able to sit/stand for extended periods.
- Flexibility to work in varying environments, including occasional visits to outdoor locations or events.

### **The Nitty-Gritty**

- Job Type: Full-time, Salary
- Schedule: May vary week to week depending on business needs
- Base Wage \$90,000 DOE with Performance-Based Bonuses
- Benefits: Health, Dental, Vision, Wellness/Fitness, 401(k), FTO
- Job Location: Rifle, CO with potential for remote work.

To apply, please send your cover letter and resume to [careers@dmvans.com](mailto:careers@dmvans.com), showcasing why you are the perfect fit for leading our marketing into the future.