

# APPARATUS

## POSITION MANDATE

Employee:	Functional Title: Director of Marketing & Communications	
Department: MARKETING	Reports to: VP	Start/Revision Date:

APPARATUS is a New York-based design studio producing lighting, furniture and objects. We are a small company that thinks big. Our culture is progressive, values integrity, and fosters the creative process. We believe in rewarding a strong work ethic and loyalty, nurturing individual strengths, and developing talent within the company.

**OVERVIEW:** The successful Director of Marketing & Communications will provide leadership and vision to the 360 marketing and communications functions of APPARATUS, providing high quality and effective market and customer insight which will enable and support the achievement of business plan targets and wider strategy objectives. The Director of Marketing & Communications will work closely with the Creative Director and Executive Team to develop and implement brand communications strategy to help grow the business for new and existing clients.

### STRATEGIC RESPONSIBILITIES INCLUDE

- Working with and execute the brand and marketing vision of the Creative Director
- Partnering with the Apparatus executive team to develop marketing strategy and initiatives that drive brand, story, PR focus and sales
- Maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, partners, markets, new industry developments
- Creating and actively managing an annual marketing calendar
- Liaising with external Communications, Media and Design agencies
- Leveraging in-house conversations with external PR, design and marketing partners
- Providing deliverables to the Sales department to grow new and existing markets
- Developing and managing an annual budget and spending plan
- Supporting the rollout of new collections and services
- Partnering with VP of Sales to utilize and interpret sales data to identify opportunities and trends and provide actionable recommendations
- Planning and executing large and small-scale photoshoots
- Keeping relevant and updated database of key contacts including clients, influencers and press
- Collaborating with sales and development to plan, create and execute all collateral and sales tools
- Overseeing website
- Expanding and planning digital media strategy
- Production and management of brand events

### SKILLS & EXPERIENCE

- 7+ years agency or brand experience
- Network of key relationships within a variety of audiences spanning interior design, fashion, art and makers
- Demonstrated ability to identify, assess, negotiate and implement scopes of work
- Superior communication skills and strategic ability

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- Strong leadership capabilities, people skills and ability to build consensus
- Experience working with different operating teams to turn analytics and metrics into actionable and measurable initiatives with trackable results
- Project management from conception to implementation to post mortem
- Able to identify opportunities in current and emerging media

