



Job Title: Vice President of Marketing

Company Description

As one of the fastest-growing real estate development, architecture, construction and property management companies in the Upper Midwest, Doran Companies prides itself on our quality of work, our dedication to clients, and our breadth of experience. Whether it is a historic renovation, a large-scale shopping center, or a modern multi-family apartment building, our standard for excellence never wavers. Through hard work, integrity and dedication to clients we have created repeat customers, been recognized numerous times, and developed strong relationships with communities in which we work.

Doran Companies is proud of our award-winning tradition and our reputation as a company that brings highly skilled and passionate team members to our development and construction projects. Many of our projects have won awards in construction and design, and we have been selected as a Top Workplace by the Star Tribune.

Position Description

The VP of Marketing develops Doran's overall marketing strategy and works with all departments on the implementation and execution of the strategy. More specifically, the VP of Marketing is responsible for company branding, website, social media strategy, collateral materials, advertising, sponsorships and public relations. In addition, this position will provide business development support, assistance with responses to request for proposals, interview preparation and tradeshow and conference assistance. This position reports to the Chief Operating Officer.

Responsibilities

- Serve as a key and active member of the senior management team, overseeing, leading, guiding and directing all activities of the Marketing Department.
- Ensure the effective fulfillment of objectives and exercise the agility to move swiftly in relation to marketing related problems/opportunities.
- Provide input to all strategic service roadmaps and all new service development projects.
- Develop and execute marketing plans for all service lines.

- Lead the process for continuous evaluation of trends in the marketplace, including the process of obtaining and disseminating competitive intelligence across all markets and service lines.
- Develop and implement effective marketing strategies; establish the measurement of marketing program effectiveness.
- Manage and develop marketing team.
- Develop strategy for department centered around company core values business goals, company branding, and departmental effectiveness metrics.

Required Knowledge, Skills & Abilities

- Outstanding analytical skills, a high degree of intellectual curiosity and creativity, and the ability to engage with other senior leaders in addressing complex business issues.
- Excellent writing skills.
- Knowledgeable of web/e-marketing and social media best practices.
- Experience in strategic planning and collaboration with senior leadership.
- Proven record of leadership and establishing long term strategic growth initiatives.
- Ability to create clear action plans.
- Some experience with graphic design preferred but not required.

Required Education and Work Experience

- Bachelor's degree (B.A., B.S.) in Business or equivalent in Marketing, MBA or master's level education preferred.
- 10+ years of professional experience/ 5+ in a senior marketing position.
- Senior leadership experience in marketing with a thorough knowledge of marketing principles, product or service management, sales and business development, along with a demonstrated track record of success and performance.

Additional Details

Doran Companies is an Equal Employment Opportunity and Affirmative Action Employer

Currency: USD