

Marketing Manager

Position Report to: Director of Business Development

Start Date: Immediate

Our Organization –

Exit Design, an experiential graphic design studio and J2, a branding and graphic design agency are located in a pretty cool office space in sunny Northern Liberties, Philadelphia. Our two “sister studios” share operations, marketing staff and a family-like culture with strong work ethic and values.

Exit Design is an environmental graphic design and planning firm that designs connections between people, information and environments. Exit helps complex organizations advance their missions by creating communication in the built environment that facilitates ease of navigation and promotes place-based branding. With a deep understanding of how people experience places, our creative multidisciplinary team is passionate for strategically creating transformative experiences. For more information about Exit Design, please [click here](#).

J2 is a Branding and Communications agency composed of ambitious researchers, strategists, designers and makers who build brands and experiences for organizations with purpose. Our approach is rooted in research and strategy then executed through engaging messaging, visual identity, campaigns, and websites – all driven by a deep respect for our clients’ missions and values. For more information about J2, please [click here](#).

The Opportunity–

As a key member of the Marketing and Business Development team at Exit and J2, the Marketing Manager is responsible for leading and guiding the marketing efforts to continuously advance and drive the studio forward. This marketing expert will focus on strategy and development of studio qualifications, collateral, website management, content creation, social media, and managing public relations activity. Exit and J2 are creative thinkers-doers, so the role requires the Manager to develop and produce content as well as ideate and brainstorm new approaches and solutions to market our work and services.

What You Will Accomplish –

- Collaborate with studio leadership to develop and implement a comprehensive annual marketing plan for Exit and J2 that aligns to business goals and builds our brand
- Conduct market research regarding trends, client needs, and competitors.
- Compose compelling project or process narratives that tell Exit and J2’s story

- and impact successfully
- Maintain studio websites and social media accounts including updates to case studies, crafting and posting blog entries, SEO and general content maintenance
- Create and manage award and conference speaking submissions
- Create and coordinate production of collateral materials (i.e., brochures, direct mail)
- Maintain standards and guidelines for our studios' image and promotional materials and manage and maintain those digital assets
- Collaborate with cross-disciplinary teams (business development, account management, creative, operations, etc.) and be a key contributor in weekly marketing meetings to providing the team with insights on proposals, marketing team efforts, and other updates

Who Should Apply –

- You have a minimum of 5 years of relevant work experience
- You are a strategic thinker, with the ability to create short term plans to accomplish long term goals
- You have a strong work ethic with the ability to accomplish tasks efficiently and accurately
- You have excellent written and verbal communication skills
- You develop relationships and earn the trust of clients, partners and colleagues
- You are a self-starter who can work independently while also collaborating across teams to move the work forward
- You have excellent organizational skills and attention to detail
- You are proficient in Google Suite, Microsoft Office and Adobe Creative Suites (InDesign)
- You understand the design and creative services industry (preferred, but not required)
- You have experience with writing and copy editing.
- You have graphic design experience (preferred, but not required)

How to Apply –

We'd love to hear about your passion and share ours with you! Please apply [HERE](#). If you have any questions, reach out to hr@exploreexit.com.

Exit Design + J2 strive to create a welcoming environment where everyone is treated with respect and dignity. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We encourage you to apply, even if you don't meet every one of our qualifications listed.