



Position Open: Vice President of Marketing at Clearsight Advisors

[Clearsight Advisors](#), based outside Washington DC, in Tysons Corner is an innovative, rapidly growing investment bank providing world class strategic M&A advisory to high growth Business Services and Technology companies. The principals at Clearsight have provided expertise in mergers and acquisitions, capital raising and valuation for over two decades. Given our strong business trajectory, we are seeking to hire an experienced and passionate marketing professional to fill a newly created leadership position of Vice President of Marketing in order to drive and support our next stage of growth.

Job Description

The VP of Marketing is a newly created position at Clearsight that will play a critical leadership role in architecting and executing our evolving brand / marketing strategy. The ideal candidate will have a proven track-record of developing, implementing, managing and measuring integrated multi-channel marketing strategies and plans.

Key responsibilities include:

- Lead our data-driven marketing strategy built to drive engagement and brand awareness, relevance, reputation, and credibility among target audiences
- Responsible for developing, executing and managing multi-channel marketing campaigns, social media programs, external public relations and event marketing
- Take ownership of digital assets across multiple platforms to drive engagement
- Develop compelling sales collateral including brochures, sell sheets, pitch decks
- Foster close, cross-functional internal partnerships in order to drive agenda and implementation
- Hire and manage internal team members as we grow our marketing team
-

Key Qualifications

Bachelor's degree or equivalent in Business, Marketing, Communications, Advertising or related field followed by at least five (5) years of marketing experience preferably in a professional services or technology company. Advanced degrees such as MBA or Masters preferred, but not required.

Key Technical Skills

- Proven record of experience developing, implementing, managing and measuring brand communication strategies and plans
- Significant CRM and marketing automation experience
- Experience working with WordPress both in a functional and design capacity with the ability to interface with our website development team
- Experience with search engine strategy and optimization
- Experience across multiple social channels and platforms
- Experience or exposure to design and creative elements of marketing
- Excellent communication skills, both verbal and written; superior editing skills

**Key Soft Skills**

- Highly collaborative; able to function in a fast-paced, flexible organization
- Proactive and assertive in problem solving and recognizing/taking action on opportunities
- Self-starter with the ability to prioritize and handle multiple projects and meet deadlines

To Apply

- Send your resume and a cover letter along with any writing samples to careers@clearsightadvisors.com