

**KraftCPAs** is a leading accounting and business consulting firm serving clients across Tennessee, as well as providing specialty services across the U.S and internationally. With more than 200 employees in Tennessee, we are a full-service accounting and advisory firm with a strong reputation for integrity and excellence in customer service. The firm was founded in 1958 and has continued to grow organically and through acquisitions. The firm has four offices in Tennessee and has six affiliated companies providing specialized services in wealth management, healthcare consulting, technology services, business valuation and forensic accounting.

The marketing director, based out of our Nashville office, will take a lead role in growing the practice through the promotion of the Kraft brand and service offerings across business unit segments, industry niches and the firm overall. This person will create brand awareness and drive lead generation opportunities through strategic marketing initiatives using a mix of traditional, digital, and content marketing campaigns. This person will play a major role in developing and implementing best practices in marketing, business development support and industry and specialty development for the firm. The successful candidate will have the desire and potential not only to lead the marketing department, but to become a trusted advisor and leader within the firm.

## **Job Responsibilities**

### Overall Firm Growth

Gain an understanding of the firm's core competencies, specialized areas of expertise and vision for the future of the firm.

Develop and execute strategic marketing plans with industry niche and business unit segment leaders and teams (currently 8 groups).

Coordinate data gathering and meaningful analysis of financial information to supply firm leaders with metrics related to the growth and profitability of the firm's industries and services. This includes revenue segmentation, segment financial analysis, pipeline statistics and other relevant measures of growth and profitability. This includes quarterly reporting to the member group (Marketing

Matters meetings) and a State of the Firm presentation annually.

Manage expectations and educate members (partners) and team members about marketing priorities, concepts, policies, and best practices.

### Marketing & Management

Become familiar with current firm marketing and communications strategies and firm policies and procedures related to marketing and business development.

Develop marketing communications strategy and lead marketing team in its development, implementation, and support.

Maintain and enhance brand management, including digital and print presence in advertising and content placement, working with outsourced graphic designer.

Develop the firm's social media strategy and oversee implementation, working with internal marketing team and outsourced contractor.

Learn the firm's CRM database system, oversee adoption strategy and implementation.

Develop and grow a system and strategy of content management.

Develop strategies for, and oversee execution of, firm marketing events, such as seminars, webinars, networking receptions, trade shows, etc. with assistance of internal marketing team.

Drive appropriate market research to support marketing strategies, including market share analysis and competitor monitoring and analysis.

Drive the internal marketing program to inform partners and employees of marketing vision, activities, and results.

Oversee support of HR marketing initiatives such as recruiting brochures, social media strategies in collaboration with internal HR team.

Develop and maintain relationships with reporters covering targeted industries, including business writers, trade, and professional publication editors, etc. to support awareness of Kraft's expertise and create opportunities for article publication and/or expert commentary.

Review all external communications created by marketing team to ensure brand consistency and high standards of professionalism.

Review and approve invoices for payment, following firm policies and procedures.

Review and approve contracts for advertising, sponsorships, etc. with input from chief manager (managing partner) as needed.

Attend all firm events and firm-sponsored community events (whenever possible) to be another representative of the firm.

Manage risks related to copyright, trademark, CAN-Spam Act, IRC Section 7216 and other laws and regulations impacting the firm's marketing activities, and, educate internal team members on such risks.

Stay abreast of changes in tax law, accounting/audit pronouncements, technology, etc. that may present opportunities or threats to our clients, which may, in turn, create marketing or cross-selling opportunities for the firm.

Manage incentive program –gain understanding of the firm's new business incentive program and oversee calculation of new business incentives quarterly. Approve incentive requests in conjunction with the member responsible for oversight of the program.

Gain an understanding of the firm's policies and procedures related to sales goals and oversee/review sales goals reporting on a quarterly and annual basis.

Liaison with other marketing professionals in community to deepen relationships with banks, law firms and other potential referral sources.

### Business Development Support

Attend industry team and service line meetings to provide strategic input and develop marketing and business development initiatives to help them achieve their growth goals

Coordinate with the firm's segment leaders to support the firm's pipeline process and attend and help facilitate pipeline meetings (currently averaging 8 meetings per month).

Identify and manage implementation of appropriate lead generation campaigns, including acquisition or development of target lists for targeted campaigns.

Manage the firm's new business proposal process, collaborating with members to ensure adherence to firm processes and industry best practices.

Oversee the design of proposal content, production, and branding. Reviewing and editing proposals generated by internal writer and serving as back-up proposal writer as needed.

Implement and monitor activities to ensure client loyalty and client feedback.

### Product/service Development

Develop strategies with niche leaders to drive growth in their segments using established marketing principles.

Support the development of industry and service segment initiatives, including helping leaders and teams develop competencies and execute marketing and business development initiatives to grow their segments.

Drive and support the development of enhancements and new, innovative services.

### People Development

Mentor internal marketing team to expand their knowledge of marketing and the accounting profession and to instill a passion for excellent internal customer service and professionalism.

Evaluate internal marketing team members and write performance reviews.

Drive training and coaching of professional team members throughout the firm to develop and enhance their networking, business development/sales ability, ensuring adherence to firm philosophy and professionalism. Including, but not limited to, identifying speakers, trainers, coaches as needed.

Demonstrate a servant-leader management style to help team members achieve their professional goals.

### **Desired Education, Experience and Personality Traits**

Bachelor's degree in marketing, public relations, business, or related field (English or journalism majors would be considered if coupled with relevant marketing experience.)

A minimum of 10 years of B2B marketing experience, preferably in a professional services environment (accounting, law, architects/engineers, etc.)

Excellent written and verbal communication skills – a must!

Must possess excellent strategic, planning, communication, organizational and interpersonal skills along with the ability to manage multiple tasks simultaneously.

Proven experience in developing traditional, print marketing materials (brochures, newsletters) and digital marketing activities, including content development and delivery

Proficient with the Microsoft Suite – Word, Excel, Teams, PowerPoint, InDesign a plus (will need to learn the firm's CRM system ABLE and practice management system STAR)

Experience leading a team to achieve marketing goals.

Ability to persuasively communicate concepts and processes to all levels within the firm.

Strong analytical and reasoning abilities.

Data analysis and data mining skills, a plus.

Participative management style, advocating team concept.

Proactive, innovative, self-motivated with the ability to motivate others.

High energy level, sense of urgency and detail orientation.

Extremely client service-oriented and client-focused.

Flexibility and adaptability to changes – a person who demonstrates ability to overcome obstacles to get the job done.

### **Reporting**

The marketing director will report to the chief manager (managing partner) as needed (at least monthly) and to the management committee every other month.

The marketing director will meet with the entire member group on a quarterly basis (Marketing Matters meetings) and/or upon their request.

*KraftCPAs is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, gender identity, sexual orientation or protected veteran status.*