



# Job Posting: Strategic Planner, Digital Marketing

## Who are we?

Founded in 1996, Rosewood Marketing is a full-service marketing agency guiding business owners in the Anabaptist Plain Community to sustainable growth through marketing leadership. For many clients, Rosewood is their first entry into a relationship with a marketing agency. Our goal of delivering results not only requires solving a client's marketing challenges, but also requires supporting their Anabaptist values and culture. We run our company on the Entrepreneurial Operating System (EOS), which allows us to set clear expectations of our employees, increase operational efficiencies, and develop a strong sense of trust and accountability.

## About The Team

Rosewood takes an integrated approach to marketing, prescribing programs rather than projects. The first step each year is for the Marketing Strategy team to work together with the client to clarify the business objectives and then to develop an annual plan. Throughout the year the resulting marketing program is executed, monitored, and measured through a structured *Marketing Guide Path*<sup>™</sup>.

## About The Role

The *Strategic Planner, Digital Marketing* is a key member of the Marketing Strategy team and as a result, helps to clarify the clients' business goals. They are responsible for independently identifying digital marketing opportunities that will support business objectives and bringing them to cross-functional planning sessions where the team balances budget, market factors, and client requirements to create omni-channel programs designed to increase lead generation, nurture customers, support sales teams, and drive revenue.

## On any given day you might

- Collaborate with other members of the Strategic Marketing team to build a detailed annual marketing plan that includes Search Optimization, Social Media Marketing (organic and paid), Paid Search/PPC, paid advertising/display, email marketing, lead magnets, automated marketing, industry-specific 3rd-party tools (e.g. online visualizers, product configurators), and CRM systems.
- Lead out a client-facing strategy session, digging for information that will help shape strategic recommendations.
- Create project briefs.
- Present your marketing plan to a client, answering questions in pursuit of securing budget approval.
- Ensure that executed programs remain on strategy.
- Field questions from digital marketing team members regarding best practices and specific issue resolution.
- Conduct competitive research and turn findings into market insights and customer recommendations.
- Get involved in specialized project work when workload capacity permits.

## Ideal Candidate

As a *Strategic Planner*, your natural inclination will be to start every consultation asking “why.” You ask relevant questions that purposefully draw out salient information, and you pair it with active listening and documentation. You understand that each client has different challenges selling to different audiences; therefore every approach must be unique. You understand the customer journey, and know what tactics should be applied at each stage in the marketing funnel. You are an integrated marketer, so you will advocate for the best components of a marketing plan, regardless of whether they are digital or conventional in nature. Your wealth of experience and knowledge is something that you willingly share with your colleagues.

## You Bring

- 7+ years of experience in digital marketing, ideally agency side.
- Demonstrated experience creating strategic marketing plans for B2B and B2C clients.
- Experience with leading advertising PPC platforms (Google, Microsoft, Meta, LinkedIn) and know how to recommend each appropriately.
- Proficiency with Google Analytics (GA4).
- Excellent communication and documentation skills.
- Understanding of the Anabaptist Plain Community (Amish, Mennonite, Brethren) and their cultural values.

## Bonus Points For

- Experience developing marketing for companies that utilize dealer networks
- Working knowledge of SEM/SEO tools like: Moz, SEMrush, Ahrefs, Screaming Frog
- Experience with social media platforms like Facebook, Instagram, Pinterest and LinkedIn

## Our Work Environment

We are committed to creating a work environment that allows you to grow, learn, collaborate, and thrive. As a part of that, Rosewood employees receive:

- A work environment of mutual trust
- Healthy work-life balance
- Opportunities for remote and hybrid work
- Paid time off and paid holidays
- 401k program with company match
- Profit Sharing
- Competitive salary
- Dedicated hours each quarter for individual training and career development
- Regular team lunches, outings, and celebrations
- Annual company dinner and summer picnic
- Prayer and Support
- Flexible leave for missions & ministry

Our company runs on the Entrepreneurial Operating System (EOS). That means as a member of this team, you will have a leader who:

- Gives clear directions
- Makes sure you have the necessary tools
- Acts with the greater good in mind
- Delegates appropriately
- Takes time to truly understand your role and how you can help the company
- Makes expectations clear
- Communicates well
- Has effective meetings
- Meets one-on-one with you quarterly or more
- Rewards and recognizes your performance

**To apply, visit [rosewood.us.com/careers](https://rosewood.us.com/careers) or call 717-866-5000 ext. 101 for an application.**