



DIRECTOR OF MARKETING

ABOUT ARCHIMAGE AND PLAYNORMOUS

Archimage is a visual design studio specializing in the creation of health media including websites, databases, animations, multimedia projects and serious video games. Since it's inception in 1983, Archimage has won over 50 international awards for everything from architectural building projects to broadcast television commercials, computer imagery and print graphics. The firm features professional architects, seasoned programmers, veteran animators, and computer artists who understand the artistic as well as the business side of the gaming industry, successfully mixing budgets and deadlines with the creative process. Our latest innovation is an online casual games for health website called Playnormous, which focuses on teaching children about nutrition and physical activity.

The firm's project list includes work for Baylor College of Medicine, The University of Texas Health Science Center at Houston, Rice University, the National Institutes of Health, and the United States Department of Agriculture. Other clients include Nintendo, Time Warner Communications, Compaq Computer Corporation, IBM, Knowledge Adventure, The Walt Disney Company, the Texas State Education Agency, Ziff-Davis Communications.

JOB DESCRIPTION

Archimage is seeking an individual to fill the position of Director of Marketing. The position involves public relations, marketing and business development for a health entertainment video game developer. The ideal candidate is an over-achiever who is passionate about using video games to promote healthy lifestyles. The ideal candidate will have experience or knowledge in public health, medicine, nutrition, health education and/or health promotion. Staying abreast of new Web, computer and video games is a requirement. An understanding of video game technology, graphic design and using social media to identify new business opportunities and new clients is an advantage.

The Director of Marketing reports to Archimage principals. He/she works with the President and Vice President to establish and implement strategic sales, marketing and communication plans for the Company's services and products.

The Director is charged with enhancing existing efforts, initiating and developing new strategies to increase the company's visibility and market presence.

The successful candidate will interface with senior-level client leadership, work with minimal supervision, plan and organize multiple projects effectively, display strong initiative, excel in prioritization of multiple tasks, and possess excellent communication skills. An understanding of scientific research and peer-reviewed professional journal publishing is desirable. The Director must be comfortable presenting at scientific, medical and education conferences and seminars. Working cooperatively in a team environment and effectively communicating information in oral and written formats to a variety of audiences is essential. The ideal candidate will also be familiar with software such as Adobe Photoshop, Adobe Illustrator and CorelDraw.

Specific responsibilities include running public relations and marketing campaigns through a variety of traditional and social media outlets, overseeing business development and public relations activities, coordinating General Services Administration (GSA) contract procurement, and marketing activities with the Office Manager.

BUSINESS DEVELOPMENT

1. Collaborate with President and/or Vice President to develop and implement strategic marketing plans:
 - Identify and support trade shows and other events such as conferences, organizations, and institutions for the presentation of Archimage-relevant information.
 - Initiate and coordinate company sales and marketing presentations.
 - Collaborate with President and/or Vice President in strategic planning for presentations with clients, potential clients and professional organizations.
 - Assist in the design of and production of marketing materials, prospecting and client contact systems.
 - Implement and maintain client prospecting contact system.
 - Identify prospective clients with firms from a wide array of corporate and organization sectors.
 - Uncover and understand the needs and challenges of current and potential clients; collaboratively address these issues with President and/or Vice President.
 - Communicate project objectives to client service, product management and other internal teams.

2. Continually and consistently update campaigns through social media outlets including Facebook, Twitter, YouTube, and company blogs.

3. Maintain and update marketing databases that include client and prospect information and mailing lists.
4. Identify and/or attend classes/orientations central to business development.

PUBLIC RELATIONS

1. Identify, establish, maintain and nurture relationships with potential and existing clients.
2. Execute communication plans concerning company purpose, functions and activities.
3. Works with the President on coordinating meetings with external entities and individuals.
4. Plan, establish and implement special projects, including events, programs, publications, and/or other initiatives related to the increasing and enhancing corporate visibility.
5. Foster positive working relationship and teamwork within company with an emphasis on communication.

GENERAL SERVICES ADMINISTRATION (GSA)

1. Collaborate with principals and Office Manager on strategic marketing plans and services to support market penetration and growth.
2. Lead, implement and/or ensure the:
 - Successful submission of company-relevant, principal-initiated GSA solicitations;
 - Execution of strategic marketing plans to support market penetration and growth;
 - Identification of prospects;
 - Creation, management and updating of prospective government client portfolio;
 - Creation and dissemination of company marketing materials;
 - Relationship development with government entities;
 - Identification, initiation and cultivation of relationships and collaborations with government entities and prime contractors.
3. Identification and/or attendance at classes/orientations/events central to furthering GSA marketing services.

REQUIREMENTS FOR THE IDEAL CANDIDATE

- Excellent writing skills;
- Background in public health, healthcare, medicine, or nutrition;
- Self-starter personality that requires little supervision;
- Creative and able to brainstorm effectively;
- Can work and communicate efficiently with a variety of personalities;
- Able to learn new software;
- Familiarity with Adobe Creative Suite and blogging software a plus

HOW TO APPLY

To apply, please send your cover letter, resume, reference list, and writing sample to Paul Patel, Vice President of Archimage: ppatel@archimage.com.