



<https://titanexecutivesearch.com/job/director-of-marketing-brand-activation/>

Director of Marketing & Brand Activation

Description

Director of Marketing & Brand Activation

Location: Pompano Beach, FL

Schedule: Mon-Fri, 8.30am-5pm (3 days in-office per week with optional 2 days a week remote hybrid)

Position type: Full time

Reports To: Chief Marketing Officer

Benefits: Complete Corporate Benefits

About Our Client

Our client is a nationally recognized Business Services company who is experiencing 30+ years of sustained growth in almost every State across the country. They are building out their best-in-class national Marketing Department and are looking for a Director of Marketing within the Greater Pompano Beach, FL area to lead their growing team. This role is ideal for someone who has scaled brands, teams and results that is a tactical architect and results-driven leader, digital native and inspirational leader to help build and scale our marketing organization in partnership with the Chief Marketing Officer.

Position Overview

This is a hands-on, tactical, “sleeves rolled up”, day-to-day role with some strategic responsibilities. It is also a highly visible, high-impact role that will lead a team across brand, content and digital performance marketing – ensuring that everything we do is aligned, data-informed and driving real business outcomes that grow the brand. Looking for someone who has strong B2B and/or Franchise Marketing background.

If you feel you are the right person and fit for this role to help grow this amazing organization then we want to hear from you today!

Key Responsibilities

Team Leadership & Development

- Mentor and manage a growing team of marketers – setting goals, removing blockers and driving performance.
- Foster a high-accountability, high-collaboration culture with a bias for prompt action, rooted in clarity and delivery
- Collaborate cross-functionally to elevate company’s delivery and franchisee satisfaction

Hiring organization

Titan Executive Search

Employment Type

Full-time

Industry

Facilities Services

Job Location

Miami, FL, USA

Date posted

March 23, 2026

Digital & Demand Generation

- Drive lead generation and comprehensive funnel management
- Own and optimize all digital acquisition channels, inclusive of test and learn implementation
- Manage agency/vendor relationship and digital tool stack

Brand & Content

- Lead campaign implementation and optimization, acting as the main owner and leading activation across the brand's SME and agencies.
- Oversee the application of brand storytelling, voice and creative standards across all earned, owned and paid media
- Champion brand governance and alignment across franchisee marketing

Analytics and Optimization

- Maintain dashboards, KPIs and reporting frameworks to evaluate ROI and marketing attribution.
- Implement test & learn strategies to improve conversion, engagement and retention
- Analyze competitor trends, customer behavior and marketing dynamics to inform brand and media strategy

Strategic Leadership

- Partner with the CMO to operationalize the vision, strategy and KPIs for the marketing function
- Translate brand strategy into tactical marketing plans across key channels
- Ensure messaging, campaigns and digital footprint consistently reflect our value to B2B customers and franchisees

About You

- A growth-oriented marketer with 10+ years of experience in integrated marketing – ideally across B2B, franchise, and/or service-based multi-location businesses
- A digital-first operator who deeply understands the marketing funnel, attribution models and campaign execution
- Comfortable rolling up your sleeves to get things done
- A strong communicator and cross-functional collaborator who inspires confidence and clarity
- An experienced team-leader who's built and led high-performing, metrics-driven marketing teams
- Data-obsessed – you believe in KPIs, dashboards and real time optimization and know how to bring data insights to live to tell the story
- Curious, accountable, and a builder – you want to create something great
- Strong writing and storytelling skills tailored for digital consumption
- Excellent organizational skills and ability to manage multiple projects and priorities

Preferred skills & Tools

- Strong proficiency in Google Analytics 4, SEO/SEM, paid media platforms (Google, Meta, LinkedIn), CRM and marketing automation
- Familiarity with creative tools (Adobe, Canva, etc) and project management tools (Trello, Asana, Monday)

- Direct experience leveraging Generative AI tools to accelerate content production, campaign ideation, and overall team workflow efficiency
- Experience supporting a distributed/franchise network with local marketing enablement