

Associate Marketing Strategy Director

Brand Architecture ■ Content Ecosystems ■ Media Synthesis

Location: Remote (Candidates must reside within the Front Range corridor of Colorado or Wyoming)

Position Type: Full-Time, Exempt

Reports To: Marketing Strategy Director / VP of Service Delivery

Position Overview

Warehouse 21 is seeking an experienced, autonomous, and performance-driven Associate Marketing Strategy Director to serve as a true strategic partner to our leadership team. This critical role requires a high-performing professional who can fluidly navigate between 30,000-foot brand visions and ground-level execution details, with the maturity and leadership capability to independently run the entire strategic unit during the Strategy Director's occasional absence.

The ideal candidate sits at the convergence of deep data analytics, multi-channel media prowess, performance-driven campaign execution, and robust content strategy. This position is both vision-setting and action-oriented—responsible for facilitating cross-functional collaboration across the agency to ensure final concepts, deliverables, and execution tactics are cohesive, impactful, and perfectly aligned with client business objectives.

Core Areas of Responsibility

As the strategic hub connecting multidisciplinary internal teams and external partners, you will carry and successfully balance several major pillars of responsibility:

- **Brand Positioning & Brand Strategy:** Utilizing primary and secondary research to define a company's core market positioning, establish clear tone-of-voice parameters, outline target-audience messaging platforms, and build competitive differentiation matrices.
- **Campaign Strategy & GTM:** Defining the precise strategic purpose, timing, and audience context for all campaign deliverables. Developing comprehensive go-to-market (GTM) frameworks and creating detailed, transparent rollout plans.
- **Content Development & Strategy:** Directly writing, outlining, and overseeing marketing and brand content across digital ads, social posts, billboards, emails, and collateral to ensure every creative deliverable meets precise positioning and exceptional brand guidelines.

- **Media Strategy & Alignment:** Collaborating with internal media teams to design and review multi-channel media plans across traditional and digital networks, using demographic insights and indices to justify decisions, and participating in ongoing optimization data reviews.
- **Experiential Strategy:** Applying consumer psychology alongside broad campaign and content strategy to concept, engineer, and execute trade shows, customer events, and immersive physical brand implementations (such as corporate briefing centers and museums).
- **Performance Reporting & Analytics:** Analyzing multi-channel campaign metrics to evaluate actual audience behavior, tracking past performance to map trends, and distilling massive amounts of data into visually clear, actionable reporting insights.
- **Audience Research & Testing:** Conducting rigorous secondary research as well as managing external research vendors to facilitate target-audience focus groups, surveys, and concept testing, ensuring creative directions are validated by evidence rather than intuition.

The AI Mandate & Innovation Workflow

AI is fundamentally transforming marketing. At Warehouse 21, utilizing AI tools to enhance the depth, speed, and quality of our deliverables is a standard workflow expectation, not an optional bonus. We seek a strategist who actively tracks how AI models impact consumer psychology and market positioning.

Successful Workflow Integration	Out of Scope / Misaligned Use
Demonstrating masterful prowess using advanced platforms (e.g., Claude, Perplexity) to accelerate deep consumer research, optimize asset workflows, audit strategic logic, and swiftly convert technical data into human-centric go-to-market strategies.	Viewing AI merely as a simple shorthand copywriter tool or a casual digital assistant, or resisting the implementation of AI as a central part of daily strategic workflow operations.

Experience That Shows Fit

- **Professional Background:** 6+ years of marketing, advertising, or strategic planning experience in an agency environment, or robust client-side experience directly managing agency partners and multi-channel plans.

- **Visionary Fluidity:** Proven capability to move fluidly between three levels of vision throughout the day: the 30,000-foot view (client brand direction), the 10,000-foot view (shaping campaign initiatives), and the ground-level view (obsessing over execution accuracy and details).
- **Content Prowess:** Exceptional research, reading, and writing skills, with a strong internal compass for grammar and a proven track record of developing copy or providing precise directional guidance to other writers and contractors.
- **Media Familiarity:** Solid understanding of and experience with traditional, digital, social, and experiential media plans, including post-launch performance optimization.

Ideal Candidate Profile

Warehouse 21 values transparent self-assessment. To ensure a mutually rewarding, long-term alignment, this position must connect directly with your organic strengths and operational preferences.

You will thrive in this role if you:	You will struggle in this role if you:
Are naturally curious, performance-driven, and love playing "detective" to solve complex, ambiguous, and contradictory client problems using objective market data.	Require long, uninterrupted blocks of isolated time to focus on single tasks and dislike rapid context switching across accounts.
Are fascinated by consumer psychology and enjoy distilling massive amounts of research and data trends into clean, singular, and actionable messaging architecture.	Build marketing strategies based on personal intuition, placeholder outlines, and "gut feelings" rather than hard evidence and technical metrics.
Are naturally deliberative, relentlessly iterating on concepts, and proactively auditing your own thought-logic for structural inconsistencies or flaws.	Avoid digging into detailed content execution, viewing campaign data analysis as tedious admin work, or finding a high volume of finite details overwhelming.
Easily balance multiple clients and active project phases concurrently, maintaining a calm, clear focus amid fast, overlapping deadlines.	Prefer predictable, repetitive daily tasks over managing highly dynamic campaign and event execution details across multiple overlapping timelines.

Work Schedule & Hybrid Expectations

This is a fully remote position that operates on Mountain Time (MT). Strong team cohesion relies entirely on predictable overlap, requiring all team members to align their schedules with the agency workflow:

- **Base Working Hours:** 8:00 AM – 4:00 PM MST, Monday through Friday, providing standard synchronous availability for calls, Slack, and emails.
- **Core Collaboration Hours:** 9:00 AM – 3:00 PM MST, to protect the required overlap for internal work sessions and client meetings. Routine daily personal appointments should be scheduled outside this window.
- **Weekly Commitment:** We work to keep our team to approximately 40 hours per week. Deadlines will occasionally necessitate heavier hours, balanced informally by lighter hours during quieter cycles.
- **Travel:** This position requires occasional business travel (1–2 times per year), including mandatory attendance at our annual 2-day staff retreats in Cheyenne, WY. Candidates within reasonable driving distance are welcome to use our shared Cheyenne office space.

About Warehouse 21

Warehouse 21 is a tight-knit team of 21 people taking on large, sophisticated national and regional accounts. We deliberately position our agency as a counter-alternative to traditional agency burnout, operating with deep institutional respect for our people to ensure a culture that prioritizes work-life balance while consistently putting out top-shelf quality.

We firmly invest back into our team through a transparent culture of benefits, dedicated strengths development, and an active profit-sharing program distributed at 30% (compared to the advertising industry average of 5.5%). This focus on sustainable culture shows in our employee longevity: while the advertising industry's average staff tenure is under 2 years, ours is closer to 8+ years. People join Warehouse 21, find their fit, and stay for the long haul.