



1801 13TH STREET, STE. 400  
BOULDER, COLORADO 80302  
303 381 6400 | [srg.com](http://srg.com)

## Marketing Specialist – Brand Strategy & Innovation

**What are you passionate about?** If it's igniting change and creating breakthrough ideas, challenging yourself, and inspiring those around you, then this could be the perfect job for you.

Sterling-Rice Group (SRG) is a premier consulting and communications firm. We have created positive and enduring impact for our clients for more than 30 years.

SRG's unique fusion of strategic and creative capabilities has helped build brands and drive growth at companies big (e.g., PepsiCo, Wendy's, Lilly) and small (e.g., Dave's Killer Bread, MyChelle Dermaceuticals, Rocky Mountain Cancer Centers). Founded in 1984, we've grown our firm through an integrated combination of capabilities that, together, are unique in the industry. We specialize in consumer insights, strategy, innovation, design, and communications.

Perhaps more important than what we do at SRG is how we do it. Before ever having a client, our founders defined the core beliefs upon which SRG would be built: Excellence, Creativity, Education, Honesty, Respect, Social Value, Responsibility, and Fun. For 30+ years, we have measured our performance on these beliefs annually. And because we live these beliefs every day, we've been named a Best Place to Work by *AdAge* in 2016 and 2017, and *Outside Magazine* for the past seven years.

We are currently looking for a **Marketing Specialist** with excellent project management skills, a proven ability to think strategically and creatively, and a genuine passion for branding, innovation, and advertising. To be successful, candidates must be proactive multitasking gurus who know how to coordinate resources to get the job done and thrive under pressure in an often in a demanding and time-sensitive environment.

### Responsibilities:

- Planning and coordinating highly creative innovation sessions designed to generate new positioning and product ideas
- Coordinating qualitative research and gathering rich consumer insights to inspire brand positioning, innovation, and communications
- Assisting in the development of creative concepts for consumer testing
- Assisting in the development of strategic reports and recommendations
- Working with designers, copywriters, and other cross-functional team members to create and refine client deliverables
- Project management, including tracking project plans, timelines, and budgets
- Financial management, including managing project billing, tracking budget and expenses
- Client management, including social engagement and familiarity with all aspects of client's business
- Leading portions of key presentations and interviews

### Desired Skills and Experience:

- **Have you built the foundation?** | Bachelor's degree and one to three years of experience in brand innovation/marketing, strategic planning, innovation, or brand management at a top innovation or consulting firm or for a leading consumer product company.
- **Can you think with both sides of your brain?** | Strong creative, strategic, and analytical skills



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- **Do you thrive in ambiguity?** | Outstanding ability to effectively organize and manage multiple projects, often under tight deadlines
- **Can you handle the details?** | Experience coordinating and organizing events and projects
- **Are you a team player?** | Ability to work well with others in team environments, with a positive, flexible attitude
- **Can you captivate an audience?** | Strong verbal and written communication skills
- **Can you visualize a story?** | Efficiency in Microsoft Office Suite, especially PowerPoint
- **Do you mark your experiences by your most memorable meals?** | As many of our clients are food and beverage companies, a passion for food is a plus
- **Are you going places?** | Up to 25% travel is required

To apply please send your cover letter and resume:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=a5eb92c7-5bef-43a7-b3ef-3156ccd14b29&jobId=224863&lang=en\\_US&source=CC3&cclId=19000101\\_000001](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=a5eb92c7-5bef-43a7-b3ef-3156ccd14b29&jobId=224863&lang=en_US&source=CC3&cclId=19000101_000001)