



# Senior Director, Strategy

Infinia Group is a consulting and design firm specializing in brand-based marketing and communications. We are seeking a senior director, strategy in brand identity and corporate communications development who shows strength and passion in three core areas—focus on clients, excellence in practice, and commitment to culture.

To learn more about the firm, go to [infiniagroup.com](http://infiniagroup.com)

## REQUIREMENTS

10+ years of consulting experience in related fields—Research, PR, Advertising, etc.; a minimum of 4 years of management experience within branding

Must have experience with professional services and health care, and/or financial clients

Graduate or undergraduate degree

Authorized to work in the United States

Able to work full-time, on-site in New York City

## COMPENSATION

Competitive salary based on experience

Comprehensive benefits package that includes health plan, 401(k) and paid vacation

No relocation compensation

To apply, email required documents to

[careers@infiniagroup.com](mailto:careers@infiniagroup.com)

Cover letter with salary requirements and 3-4 references

Resume (PDF)

U.S. work authorization status for non citizens (PDF)

## RESPONSIBILITIES

Create and direct innovative and thoughtful strategic solutions to complex brand and communications problems

Collaborate with senior creative team members to shape creative expression and execution

Participate in the firm's new business activities—identifying new opportunities and defining the scope of activities for project proposals

Lead and manage multiple projects and project teams—aligning ongoing client expectations and engagement requirements

Lead strategy presentations and discussions—building consensus and inspiring action

Supervise, inspire, and mentor junior strategy practice team members

Actively build and shape a strong culture and a positive work environment

Champion and maintain the firm's high strategy standards

Contribute to thought leadership efforts and activities of the firm

## SKILLS

Superior skills in developing and articulating creative, but research-based, strategic branding recommendations

Expertise in developing and applying marketing research, corporate branding, and marketing communications theories and processes

Excellent interpersonal skills and leadership qualities

Superior written communications and presentation skills

Deep understanding of project management, budgeting and time-allocation

Thorough understanding of design development and execution processes in both print and digital environments

Proficient in Microsoft Office software programs (Word, Excel, and PowerPoint)