

## **DIRECTOR OF MARKETING**

### **ABOUT THE MILL**

The Mill (<https://www.dimensionmill.org/>) is an entrepreneurship center in downtown Bloomington, Indiana, that operates as a 501(c)(3) non-profit.

Our mission is to build and nurture Bloomington's startup ecosystem. Our vision is to become the center of tech entrepreneurship in Indiana.

As part of that, we renovated a century-old building from the Showers Brothers Furniture Company and transformed it into a contemporary entrepreneurship center. A driver of innovation in our community, The Mill offers a dozen programs that build our capacity for talent, capital, and training – three crucial ingredients needed to help Bloomington and Indiana create and grow innovative businesses.

Additionally, The Mill leads the marketing and development of the Trades District, a 14-acre hub for innovation located in Bloomington's downtown. Strategically located near the I-69 corridor, the Trades District is designed to accelerate regional economic growth, foster collaboration, and drive the development of cutting-edge technologies and companies .

The Mill seeks team members who are motivated by and embody its values:

- **Ambition** // We ignite ideas and embrace growth.
- **Action** // We try, adapt, and deliver.
- **Connection** // We build relationships through empathy, trust, and intentional communication.

### **ABOUT THE POSITION**

The Director of Marketing leads the organization's marketing strategy to elevate brand visibility, engage key audiences, and drive the success of our programs, events, and initiatives. Reporting directly to the Head of Operations, this role integrates strategic thinking, compelling storytelling, creative design, and exceptional project management to ensure that our marketing efforts align with the organization's values of ambition, action, and connection. This role demands a strategic and creative thinker who thrives in a fast-paced, entrepreneurial environment and is passionate about supporting entrepreneurs and startups.

To continue fulfilling our mission and advancing our vision, the Director of Marketing needs to ensure our key audiences know about The Mill. We do that by capturing and sharing remarkable stories about our founders, our programming and positive impacts we deliver for our community.

## **1. Marketing Strategy & Communication**

- Co-develop and implement a comprehensive marketing strategy that aligns with the organization's mission, vision, values, and strategic pillars.
- Manage brand identity to position the organization as a leader in entrepreneurial support.
- Craft communications campaigns that give voice to our brand and reach target audiences.
- Collaborate with leadership to set marketing goals and KPIs that support organizational growth.
- Cultivate relationships with media outlets, partners, and stakeholders to expand the organization's reach.
- Document and share stories from within our community that increase exposure within the greater Indiana startup ecosystem.

## **2. Design & Creative Oversight**

- Ensure all marketing collateral meets high-quality standards and aligns with brand guidelines.
- Develop creative assets, including website updates, event branding, program materials, and social media campaigns.
- Work closely with graphic designers, photographers, and videographers (in-house or freelance) to produce compelling content.
- Experiment with innovative storytelling methods and emerging media trends to highlight success stories and The Mill's positive impacts.

## **3. Project Management & Team Leadership**

- Plan and execute marketing initiatives, ensuring timely delivery and alignment with organizational goals.
- Oversee the marketing budget, allocating resources efficiently to maximize impact.

- Lead, mentor, and grow a small marketing team, fostering an environment of creativity and accountability.
- Manage relationships with external agencies and contractors as needed.
- Monitor and analyze marketing performance metrics, reporting outcomes to the leadership team.

### DOES THIS SOUND LIKE YOU?

- **You love to tell stories.** You are eager to immerse yourself in the community, uncover compelling stories, and document & share those stories with the world.
- **You think about marketing with both lobes.** The left brain is focused on analytics and direct response while the right brain is focused on creativity and brand identity. Like most folks, one side is probably stronger so you need to be comfortable learning whatever needs to be done.
- **You are KPI-driven and have good intuition.** You look at numbers and data and use them to guide your decisions. You also use your judgment to make decisions based on instinct and figure out what needs to be done, especially when there's little data or we need to innovate.
- **You have 5-10 years of experience in marketing.** You might have specialized in 1-2 areas but you have a bit of experience in everything – websites, video, email, writing, graphic design, analytics, events, annual reports, social, et. al. On a small team, the organization needs you to do a bit of everything.
  - Bonus points if you come from the startup world.
- **You are self-starting and comfortable applying judgement & owning decisions.** You bring clarity to situations and you simplify the complicated. You actually prefer working in these situations. You have a big action bias. You're decisive but your decisions aren't hasty. You're coachable too and open to ideas.
- **Your follow-through is impeccable.** If you say you're going to do something, you do it. If someone asks you to do something, you don't need an engraved invitation. Your teammates – and our founders – can count on you 100% of the time to deliver regardless of the circumstances.

As a top performer in this role, you are 100% focused on the customer, and you'll work closely with our Head of Operations to develop and execute our marketing strategy. The startup world is always changing and you should be eager and willing to tackle new experiences and situations.

## **BENEFITS**

- Annual salary is \$90,000 paid twice monthly via direct deposit
- 3 weeks of PTO in year 1, 4 weeks in year 2 and beyond
- Health, life, vision, and dental insurance
- 401(k) with company match
- Use of company MacBook Pro
- Performance reviews twice annually
- Opportunity for raises twice annually
- No bureaucracy – direct and regular contact with our Leadership Team
- You'll work in Downtown Bloomington in a visually stunning building that seamlessly blends old and new, highlighted with exposed red brick and original wood floors

## **HOW TO APPLY**

Email a cover letter and resume as PDFs to [victoria@dimensionmill.org](mailto:victoria@dimensionmill.org). This is your chance to describe why working at The Mill would be a great fit for you. Include the information below:

1. A short bio / introduction
2. Why this position at The Mill interests you
3. Why you love startups
4. Why you love our mission and vision
5. Why you love storytelling
6. Let us know how you learned about The Mill and the position

We value diverse perspectives and backgrounds. Even if your experience doesn't perfectly match every requirement, we encourage you to apply if you're excited about the opportunity and believe you'd be a good fit for our team.

Applicant review is ongoing with a preference for candidates who apply by January 31, 2025.

Due to the expected number of applications, we cannot reply to every applicant. If you make it beyond the first round though, you can expect regular communications from us.

Thank you for your interest in The Mill. Best of luck!