

**POSITION:** Senior Communication Strategist

**COMPANY DESCRIPTION:**

GuideSpark is the leader in change communications guiding over 1,000 enterprise customers to communicate effectively with their employees and achieve desired business outcomes. Our GuideSpark Communicate Cloud® software enables you to orchestrate data-driven communication experiences that cut through the noise to reach and engage employees and ultimately drive program success. Our fast-paced, entrepreneurial culture is driving tremendous growth and we're looking for great people to join our team.

**ABOUT GUIDESPARK'S SERVICES TEAMS:**

GuideSpark's Services teams oversee the successful implementation and delivery of all services to customers. These services include best-in-class Studios (content that powers communications), Solutions (strategic services that enable our products) and Support (including customer and implementation support), with a critical business goal to amplify the benefits of and maximize the value of GuideSpark Communicate Cloud, or GSCC, in the enterprise ecosystem.

From a consultative pre-sales process to understand our customer's business objectives, to the technical integration and the design/execution of communication strategies, we're continually aiming to harness the power of GuideSpark's leading technology platform to drive improved employee communications. To support this effort, we create powerful communication experiences that include thousands of pieces of multimedia content each year for our enterprise customers.

Our teams are comprised of both strategic and tactical groups, from customer-facing managers to technical consultants to strategists to producers. The tools of our trade run the gamut from scripts to storyboards, Adobe to Microsoft, from customer briefs to deployment templates. Whether it's the creation of a new GuideSpark Communicate Journey™ or a solution design with technical integration, our enterprise services methodologies ensure for best-in-class deployments. By leveraging our versatile and talented teams, we're able to deliver our customers and employees with the optimal product and services to focus on what matters most: their business outcomes.

**ABOUT YOU:**

You are a strategic thinker with a passion for both communications and software. You thrive on building consultative, collaborative relationships and helping customers solve complex problems through effective communications. You are creative, innovative, and tech-savvy – always looking for ways to push the boundaries of what's possible. You are diligent and responsible, with impeccable attention to detail. You exhibit flexibility and are able to adapt, iterate, and roll with the punches. You're at your best in a high-volume, fast-paced environment where cross-functional collaboration drives results for customers and creates a winning culture for teams.

## **JOB DESCRIPTION:**

We're looking for an experienced, energetic SENIOR COMMUNICATION STRATEGIST to join our Communication Strategy team. In this critical role, you will work collaboratively with customers to create rich, engaging multi-year communication strategies that drive business results. In a consultative capacity, you will help customers design and orchestrate effective internal communication campaigns that leverage GuideSpark's Communicate Cloud® (GSCC) software to reach increasingly diverse employee populations. You will partner with a small-but-mighty, hard-working Communication Strategy team, as well as Producers, Customer Success Managers, and Engagement Managers, all of whom are passionately committed to our customers' success. You will leverage communication strategy expertise, attention to detail, and strong project-management skills to help customers drive employee programs and achieve their business goals.

### **Key responsibilities include:**

- **Communication Strategy and Planning:** develop and/or iterate on robust, multi-year employee communication strategies and multi-channel communication campaigns that optimize how clients reach and engage their internal employee audiences
- **Innovative Problem Solving:** think outside the box to define, deliver and continually evolve how our product adds value for customers
- **Digital/Mobile Experience:** help our customers leverage new ways to connect with their employees
- **Planning & Project Management:** drive the communication planning process with high attention to detail, ability to juggle competing priorities, and effective project management skills
- **Customer Engagement:** forge strong customer relationships through frequent, consultative interactions
- **Product Advocacy:** be a strong champion for GuideSpark's products; help customers understand and use these products to maximize their communication value
- **Teamwork:** work collaboratively and efficiently to help drive overall productivity across teams
- **Dependability:** meet deadlines independently, balance multiple projects simultaneously, and proactively communicate delivery issues and/or risks before they impact the customer experience.

### **Requirements:**

- Bachelor's Degree or equivalent experience
- 7+ years' experience in Communications, Marketing or related field
- Excellent interpersonal, verbal and written communication skills
- Superior organizational and time management skills; great at multi-tasking
- Customer-centric, creative AND strategic; prior customer-facing experience a plus
- Strong attention to detail, thoroughness, and follow-through

- Adept at learning and leveraging new software and technology
- Team player capable of comfortably engaging with both internal teams and external customers
- Passionate and proactive: a self-starter who can work independently and as part of a team without missing a beat
- Flexible and able to adapt quickly in a fast-paced, hyper-growth environment
- Desire to develop professionally as part of a team that likes to have fun while working hard together
- Proficient in Microsoft Office (Word, PowerPoint, Excel)
- Experience in HR or Internal Communications a plus
- Awareness or working knowledge of different enterprise platforms and SaaS ecosystem
- Open to remote candidates or those who will be available to work on-site in one of our office locations – Redwood City or Portland – following the end of COVID-19 precautions
- Background and security check clearance required (obtained by GuideSpark prior to employment)

**GuideSpark is an E-Verify and Equal Opportunity Employer.**