



BizLove

We're looking to hire a Go-to-Market (GTM) Strategist!

How you'll contribute:

BizLove is a growing and mighty team. We're consultants by trade and storytellers, operators, and artists who are trying to challenge the norm for how people work and do business. We are looking for a heavy hitter who is comfortable and experienced in delivering projects aimed at client's go-to-market needs. You will bring brand and commercial business acumen, storytelling capabilities, and a people-lens to how you serve our clients and develop our team. You'll be both an individual contributor and leader within our team. As a GTM Strategist, you will be a key driver of how we deliver client work and how we shape our business as it grows.

The type of work we do:

- Company Identity
- Business Transformation
- Portfolio & Positioning Strategy
- Multimedia Storytelling

Roles & Responsibilities:

- Lead end to end delivery of client projects. This includes project plan development, client relationship management, team leadership, project execution and creation of final deliverables
- Responsible for project execution and deliverable creation. This can include:
 - Planning & leading client workshops and hosting stakeholder interviews
 - Conducting market research to understand a client's competitive landscape and target customer
 - Assisting clients in articulating their desired market positioning and customer value proposition
 - Developing campaign concepts and go-to-market strategies to bring a client's brand to life (e.g., branding, marketing, communications, sales enablement, and social media strategies)
 - Creating customer communications (i.e. customer presentations, letters, newsletters)
 - Developing content for conferences & keynote speeches
 - Supporting presentation and video creation (story boarding & collaborating with visual designers and producers)
 - Developing strategic graphics and placemats to express product & service portfolios in an easy-to-consume way
- Delegate to and provide guidance and development to junior team members staffed on your projects

- Develop project scopes for new client projects

Skills & Experience:

- Background in consulting, commercial functions, business and go-to-market strategy
- Passion for brand and culture
- Can comfortably serve clients and lead a project from start to finish
- Comfortable with Microsoft Suite (i.e. Excel, PowerPoint)
- Experience with social media and brand management strategy
- Comfortable writing and developing content for external audiences
- Experience or desire to work in a scrappy, startup setting

Pay/Time:

- Team member to be hired as an independent contractor, but is a 40 hr/week position
- Pay is competitive and based on experience

If you're interested, please visit our [Careers page](#) to apply.

About BizLove:

BizLove is a culture and brand firm that helps organizations transform from within and express who they are to the world. We put people at the center of business and take a progressive yet pragmatic approach to ensuring that the growth of an organization doesn't come at the cost of its people. We work primarily with Fortune 500 and high-growth organizations, taking a holistic approach to our diagnostic evaluations, solutions, and execution. We are industry agnostic, but the majority of clients we serve today come from the Electronics, Healthcare, Life Science and Management Consultancy spaces. We're based in New York City with a brilliant team spread across the US.

For more on who we are:

- www.bizlove.com
- [BizLove](#)
- [@bizlove](#)