

# + Job Description



## Chief Media Officer (CMO) for Switch Communication

As the Chief Media Officer for Switch Communication, you will lead the digital communication strategy for ALA, ensuring that our messaging resonates across all platforms and enhances the customer experience within our Fusion Marketplaces. We seek a media-savvy leader with a strong understanding of digital marketing and communication.

### Key Responsibilities

- Develop and execute a comprehensive media strategy that supports ALA's mission to integrate digital and physical retail experiences.
- Oversee content creation, media planning, and distribution across all channels, ensuring consistent and impactful messaging.
- Lead media relations efforts, building relationships with key influencers and stakeholders to enhance ALA's brand visibility.
- Analyze media performance metrics and adjust strategies to maximize engagement and brand loyalty.
- Collaborate with other departments to ensure that media efforts support overall business goals and customer experience.

### Qualifications

- Extensive experience in media strategy and digital communication, ideally within the retail or real estate sectors.
- Strong understanding of digital marketing, content creation, and media relations.
- Proven ability to drive brand awareness and engagement through innovative media campaigns.
- Excellent leadership, communication, and strategic planning skills.

### + Compensation and Benefits

- **Health Insurance:** Comprehensive coverage to keep you and your family protected.
- **Paid Vacation:** Generous time off to recharge and find inspiration.
- **Sweat Equity:** A chance to earn ownership and be part of the success you help create.
- **Salary Benefit Package:** It will be discussed in the second meeting.

