



## Culture & Marketing Specialist

Shape who we are from the inside out — building a culture employees are proud of and a brand presence that reflects it. You'll touch every department, polish every touchpoint, and turn OneGrid's identity into something people feel.

ROLE TYPE	REPORTS TO	LOCATION
Hybrid / Flexible	Marketing Director	Hybrid / Remote

### ABOUT THE ROLE

We're looking for a culture-obsessed, brand-minded connector who takes pride in the details — from the first day an employee walks in the door to the way OneGrid shows up on social media. You'll work cross-functionally, going department by department to understand how things run, identify gaps, and build the systems and experiences that make this a place people want to work and a brand people remember. Part people champion, part creative strategist, part operator.

### CORE RESPONSIBILITIES

#### Internal Culture & Employee Experience

- Conduct a department-by-department culture audit — identify friction points, gaps, and opportunities
- Build and maintain a clear, comprehensive onboarding SOP to ensure every new hire starts strong
- Develop and manage welcome packages that reflect the OneGrid brand and make a lasting first impression
- Design and launch culture incentive programs — including branded clothing and gear drops for the team
- Create recognition programs and internal rituals that reinforce company values and boost morale
- Partner with department leads to align culture initiatives with day-to-day operations

### **Brand & Marketing**

- Develop and execute a social media marketing strategy that reflects OneGrid's identity and goals
- Create and manage a consistent content calendar across platforms (LinkedIn, Instagram, etc.)
- Assist in planning, coordinating, and executing marketing events — from ideation to on-the-ground execution
- Ensure brand consistency across all internal and external touchpoints, materials, and communications
- Collaborate with leadership to craft messaging that connects with both employees and the broader market
- Track engagement metrics and continuously refine the marketing approach based on performance data

### **Process & Documentation**

- Create and maintain SOPs, playbooks, and guides for culture and marketing workflows
- Standardize how departments communicate and present themselves internally
- Build repeatable templates for onboarding materials, event planning, and campaign briefs
- Act as a steward of the OneGrid brand — ensuring quality and consistency at every level

## **WHAT WE'RE LOOKING FOR**

---

### Required

- Proven experience in culture, HR, marketing, or a people-focused role
- Strong written and verbal communication — you can write a brand post and an SOP equally well
- Creative thinker with an eye for design, detail, and brand consistency
- Natural relationship-builder — comfortable working across departments at all levels
- Highly organized with the ability to manage multiple projects simultaneously
- Self-starter who can identify what needs doing and take ownership without being told

### Nice to Have

- Experience with social media management tools (Later, Buffer, Hootsuite, etc.)
- Background in event planning or experiential marketing
- Familiarity with Canva, Adobe Suite, or similar design tools
- Experience developing or revamping onboarding programs
- Knowledge of employer branding strategies

### SUCCESS IN YEAR ONE LOOKS LIKE

---

- Every department has a documented, consistent onboarding experience in place
- A welcome package and gear/clothing drop program is live and loved by the team
- OneGrid's social media presence is active, growing, and on-brand
- At least one major marketing event has been planned and executed
- Employees across the company feel the culture shift — and say so
- A living brand and culture playbook exists and is actively used