Director of Employee Experience

Location: Dallas, TX (Hybrid)

Reports to: National Sales Manager

Position Overview

As the Director of Employee Experience, you will play a foundational role in shaping our company’s long-term success. This position is critical for building and refining the company’s onboarding, brand identity, employee retention, and culture strategy. You will ensure our organization scales in a way that attracts and retains top-tier talent, creating an environment where employees thrive.

Responsibilities

Phase 1: Laying the Foundation

* Build and execute a high-level onboarding and transition workflow for new employees.
* Establish the company’s branding and social media strategy, hiring the right team to scale and execute.
* Implement and oversee employee retention initiatives, tracking engagement and gathering feedback.
* Develop systems to gauge employee happiness and ensure continuous improvement.
* Collaborate with the CEO on structural decisions tied to company growth.

Phase 2: Scaling and Leadership

* Lead and oversee Onboarding, Marketing, Retention, and Branding departments.
* Create an internal feedback loop to continually optimize the employee experience and engagement.
* Collaborate with leadership on benefits, events, and company-wide growth strategies.
* Develop and execute a culture-building strategy that attracts and retains top talent.
* Ensure the company’s employer brand aligns with its mission and resonates across all platforms.

Key Areas of Leadership

* Employee Onboarding & Experience
* Marketing & Branding
* Employee Retention & Culture
* Internal Communications & HR Initiatives

Role Impact

In this role, you will be a key decision-maker in all major company-wide discussions about employee benefits, growth, and strategy. By aligning our company’s mission with initiatives that create a distinct, recognizable brand and a thriving workplace culture, you will help establish us as an employer of choice in the industry.