01 / EXECUTIVE DIRECTIVE

Establishment of the Marketing Department

ORIGINAL DIRECTIVE: 17 APRIL 2023 · EFFECTIVE: 1 MAY 2023 · DOCUMENT CI–CEO–2023–004

To establish a unified identity for Chadford Industries, develop a distinctive visual language, and build lasting relationships among the Company, its employees, business partners and consumer audiences, I hereby direct as follows:

01 EXECUTIVE ORDER / FIVE OPERATIVE PROVISIONS

1. ESTABLISHMENT AND REPORTING

This directive takes effect on May 1, 2023. The Marketing Department is established as of that date. The Director of Marketing shall report directly to the Chief Executive Officer and shall be responsible for brand strategy, creative development, distribution and evaluation of marketing materials.

2. ORGANIZATION AND STAFFING

The organizational structure and authorized headcount of 18 positions set out in Appendix 1 are approved. The recruitment requirements set out in Appendix 2 are approved.

3. SPECIAL PROJECT TEAM

Dawkins Crew is established as a matrix research team reporting directly to the Director of Marketing. The team shall sit outside the Department's constituent units. Its authority and operating procedures are set out in Appendix 3.

4. RECRUITMENT

The Director of Marketing, working with Human Resources, shall conduct recruitment during the 90 calendar days following the effective date. Priority shall be given to Department leadership, unit heads and the permanent core of Dawkins Crew.

5. FUNDING AND OVERSIGHT

Authorized headcount is a ceiling, not a requirement to fill all positions immediately. Salaries, contractor fees, research expenses and campaign expenditures shall be authorized through a separate budget agreed with the Chief Financial Officer. I retain oversight of the implementation of this directive.

Appendices 1–3 form an integral part of this directive.

BUICK CHADFORD
Chief Executive Officer

APPROVED APPENDICES

01 ORGANIZATION AND STAFFING
02 RECRUITMENT REQUIREMENTS
03 DAWKINS CREW CHARTER

APPENDIX 01 / ORGANIZATION

Organization and staffing

EXECUTIVE DIRECTIVE CI–CEO–2023–004 · AUTHORIZED HEADCOUNT: 18 POSITIONS

The heads of the four units and the Dawkins Crew Lead shall report directly to the Director of Marketing. The Coordinator shall maintain the shared schedule, documentation and resource records.

01 DEPARTMENT STRUCTURE / APPROVED HEADCOUNT

Unit	Positions	FTE
Department Leadership	Director of Marketing	1
Department Leadership	Project and Budget Coordinator	1
Brand Strategy and Cultural Research	Unit Head; Brand Strategist; Popular Culture Researcher	3
Visual Storytelling and Production	Unit Head / Art Director; Designer; Director / Camera Operator; Editor / Motion Designer; Copywriter / Scriptwriter	5
Digital Campaigns and Communities	Unit Head; Content Distribution Specialist; Community Manager; Creator Partnerships Producer	4
Analytics and Audience Research	Unit Head / Lead Analyst; Audience Research Specialist	2
Dawkins Crew — outside the units	Crew Lead; Experimental Design Specialist	2
TOTAL	**Maximum authorized Department headcount**	**18**

RESPONSIBILITIES

Brand Strategy defines positioning, cultural context and brand usage standards. Creative Production develops the visual system and produces materials. Digital Campaigns manages campaigns, competitions, creator relationships and communities. Analytics evaluates audiences and campaign results.

Dawkins Crew investigates how messages are perceived and transmitted and provides recommendations to all four units. Assigning a specialist to a Crew project does not create an additional position or change the specialist’s home unit.

APPENDIX 02 / RECRUITMENT

Recruitment requirements

CULTURAL FLUENCY · VISUAL STORYTELLING · DEMONSTRABLE EXECUTION

02 CANDIDATE REQUIREMENTS / EVALUATION CRITERIA

GENERAL REQUIREMENTS

Knowledge of American popular culture from the 1980s through the early 2020s, including film, television, advertising, music, video games, automotive culture and online communities. Candidates must be able to explain the context and emotional significance of references and distinguish sincerity, irony, parody and dated cultural codes.

Visual storytelling skills: the ability to develop a narrative through composition, character, setting, color, editing and sequences of published material. Candidates must be able to preserve the Company’s recognizability across genres and audiences.

Professional experience or independently developed portfolio projects in viral marketing, content creation, community development or brand building. Independent projects shall be considered on equal terms with agency work where the candidate’s individual contribution can be established.

The ability to turn a creative idea into a feasible project with an objective, intended audience, format, schedule, budget and evaluation method. English proficiency sufficient to work confidently with the cultural contexts and materials relevant to the Company.

REQUIREMENTS BY FUNCTION

Brand Strategy: research into cultural associations, positioning, and the development of brand character and voice. Creative Production: a relevant portfolio of visual work, writing or video, and the ability to work within a unified design standard.

Digital Campaigns: understanding of content distribution, experience in community participation or management, and collaboration with independent creators. Analytics: formulation of research questions, data analysis, consideration of alternative explanations and clear communication of findings.

Dawkins Crew: an interest in memetics, memory, semiotics and message perception; the ability to formulate testable hypotheses and design comparative studies of promotional materials. An advanced degree is welcome but does not replace evidence of practical ability.

PORTFOLIO AND SELECTION

Candidates shall submit up to three projects identifying the task, their individual contribution, the cultural codes selected and the results obtained. Where no campaign has been published, an original concept may be submitted with an explanation of how it is expected to circulate.

Selection shall include a review of one project and a discussion of how its approach could be adapted to Chadford Industries. A paid, limited-scope exercise may be used for creative roles. Assessment shall consider relevance, execution, originality and the ability to learn from results.

Follower counts, a single viral success and familiarity with popular memes are not sufficient grounds for appointment. Managers must be able to explain their decisions and organize collaboration among specialists from different disciplines.

APPENDIX 03 / SPECIAL PROJECT TEAM

Dawkins Crew charter

MATRIX RESEARCH TEAM · DIRECT REPORTING TO DIRECTOR OF MARKETING

03 RESEARCH CHARTER / AUTHORITIES AND CONTROLS

STATUS AND PURPOSE

Dawkins Crew is established as a permanent team operating through a matrix structure and reporting directly to the Director of Marketing. It is not a constituent unit, does not report to unit heads and receives its research assignments from the Director.

The team shall study mnemetic technologies and techniques that influence the perception of Chadford Industries promotional materials, including recognition, emotional interpretation, recall, reproduction and voluntary audience sharing.

For the purposes of this charter, “mnemetic technologies” is an internal term for applied methods involving cultural codes, associations and memory. The name Dawkins Crew refers to Richard Dawkins’s ideas on the transmission of cultural units; the team’s methodological conclusions shall be tested independently.

RESEARCH AND DELIVERABLES

The team shall investigate how recurring imagery, verbal formulas, humor, narrative motifs, nostalgic associations and presentation context affect perception. Particular attention shall be given to the conditions under which audiences recognize the brand and independently reproduce its imagery while retaining its core meaning.

Each project shall document its hypothesis, material variants, comparison procedure, observed measures and conclusions. Required deliverables are a research note, production recommendations and an entry in the test register. The register shall preserve original material versions and results, including negative findings.

MATRIX WORKING ARRANGEMENTS

The permanent core shall consist of the Crew Lead and an Experimental Design Specialist. The Director of Marketing shall assign staff from the units for defined periods, specifying their time allocation, task and deliverable. Personnel management remains with the home unit; the Crew Lead directs work within the assigned project.

Each participant’s combined workload across their home role and projects shall remain within their available working time. The Director of Marketing shall resolve priority conflicts. External specialists may be engaged within the approved budget; such engagements do not automatically increase authorized headcount.

EVALUATION AND APPLICATION

Analytics shall support measurement; Dawkins Crew shall be responsible for hypotheses and interpretation. Reach and engagement shall be recorded separately from recall and recognition. Findings shall be limited to the conditions studied; no guaranteed effect on perception shall be claimed.

The team shall not publish materials independently. Release shall be approved by the Director of Marketing following review by Creative Production, Digital Campaigns and, where appropriate, Legal. Participant research shall be conducted with consent. Monthly reports shall be submitted to the Director; significant findings shall be included in the Director’s report to the Chief Executive Officer.