



## Position Description

Our business coaching and consulting firm Business By Design is looking to appoint a marketing manager to our team. We are looking for an exceptional marketer to help us reach our business marketing goals through our website, blog, email marketing, social media and online search.

You will be responsible for developing, supporting, executing, driving marketing programs and tactics for our business. There is also opportunity to grow your marketing services for our clients.

This role is flexible in delivery and anticipate up to 20 hours per week with opportunity to grow to a full time role. We are happy for virtual solution as long as you can meet the responsibilities of the position and achieve agreed targets.

Below is a position description.

### **Marketing Manager**

The Marketing Manager reports to the Managing Director to coordinate and execute the marketing activities of Business By Design.

#### **Duties of the Marketing Manager include:**

- Developing strategies and tactics to get the word out about our company and drive qualified traffic to our service.
- Deploying successful marketing campaigns and own the implementation from ideation to execution and review.
- Manage with day to day marketing tasks and coordinating marketing projects and activities.
- Experiment with a variety of organic and paid acquisition channels - content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis, and much more.
- Setting up tracking systems for marketing campaigns and online activities.
- Build brand awareness through quality marketing campaigns by coordinating design, collating content, checking copy and production of marketing materials.
- Produce clear and concise written correspondence in the form of emails, blogs, landing pages etc.
- Measure customer feedback and generate ideas to increase customer engagement.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.

#### **Requirements of the role:**

- Degree in Marketing or equivalent is essential.
- Qualified chartered marketer would be an advantage.



# BUSINESS BY DESIGN

PROFIT & GROWTH SOLUTIONS

- Track record of real world results
- Previous experience marketing in a professional services capacity (eg coaching, medical, accounting, legal, technical)
- Proven experience in identifying, accessing and targeting preferred customer groups, nationally and internationally
- Proven results of creatively devising marketing campaigns that engage, convert and sell.
- Identifying, accessing and targeting a preferred customer groups, nationally and internationally.
- Experience in traditional and digital marketing practices as well as video based marketing.
- Experience with working in a virtual, multi-disciplinary and multicultural team environment.
- Experience using Ontraport CRM and all facets of marketing automation within the program.
- Expertise using WordPress with SEO/SEM campaigns and an understanding of web publishing requirements.
- Experience with research methods using data analytics software and Google Adwords.
- Expertise in social media advertising & marketing - platforms including Facebook, LinkedIn, Twitter, Google+ etc.
- Computer proficient with Microsoft Office, Survey Monkey, Canva, Adobe PhotoShop.
- Editorial mindset with an ability to predict audience preferences.
- Excellent command of written English with copy accuracy and attention to detail.
- Well organised and self-motivated with the ability to work effectively under pressure and to tight deadlines.
- Confident and outgoing personality.

| Goals /key Objectives | Key Performance Indicator (KPI)   | Target   |
|-----------------------|---|--|
| Brand awareness       | <ul style="list-style-type: none"> <li>• Frequency of social media advertising</li> <li>• Average \$ per lead generated</li> <li>• Online engagement</li> <li>• Social media engagement</li> <li>• Click throughs to landing pages (opt ins)</li> </ul> | Monthly increase<br>Cost at or below BMs<br>Monthly increase<br>Monthly increase<br>Monthly increase |
| Content Marketing     | <ul style="list-style-type: none"> <li>• Marketing Campaigns</li> <li>• Blog posts</li> </ul>   | Monthly<br>Weekly  |
| Sale Funnels          | <ul style="list-style-type: none"> <li>• Social Media advertising</li> </ul>  | # downloads & # leads  |
| Sales Pipeline        | <ul style="list-style-type: none"> <li>• Increase # new business leads (CRM)</li> <li>• Sales Pipeline is full</li> </ul>   | # in CRM<br># in Pipeline  |
| Sales                 | <ul style="list-style-type: none"> <li>• Number of sales meeting booked</li> <li>• Number of CSA's signed</li> </ul>  | Monthly increase<br>Monthly increase   |