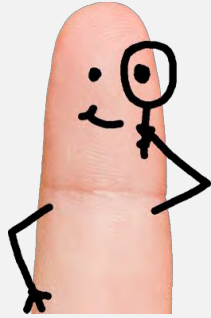


Date completed/revised: DD/MM/YYYY

## Position Details

<b>Title</b>	CMO - Chief Marketing Officer
<b>Reports To</b>	Insert title, not individual's name
<b>Department</b>	Executive
<b>Position Status</b>	<input type="checkbox"/> Employee <input type="checkbox"/> Contractor <input type="checkbox"/> Consultant <input type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> On-going <input type="checkbox"/> Term         Term End Date (if applicable): DD/MM/YYYY
<b>Eligible for Benefits</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No         Comments if applicable
<b>Overtime Exemption Status</b>	<input type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
<b>Variable Compensation</b>	<input type="checkbox"/> Bonus <input type="checkbox"/> Commission <input type="checkbox"/> Shift Premium <input type="checkbox"/> Car Allowance <input type="checkbox"/> Not applicable
<b>Hours per Week</b>	Insert actual expected hours of work per week, excluding breaks or lunch/week
<b>Location</b>	
<b>Job Classification</b>	CUSTOMIZER: If classifications have been established, insert job categories. Below shows an example. Otherwise, delete this row <input type="checkbox"/> Clerical <input type="checkbox"/> Administrator <input type="checkbox"/> Coordinator <input type="checkbox"/> Manager <input type="checkbox"/> Director <input type="checkbox"/> VP
<b>Salary Range</b>	Insert salary range, or insert: "As per Job Classification"
<b>Direct Reports</b>	As of DD/MM/YYYY but subject to change, position is responsible for Insert number direct reports, as follows: ♦ Title. Insert additional bullets as required <input type="checkbox"/> Not Applicable



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- e. Pricing
- f. Promotional channels
- g. Advertising
- h. Standardization and grading
- i. Marketing information management
- j. Selling
- k. Customer support services
- l. Communications and public relations
- m. Marketing planning

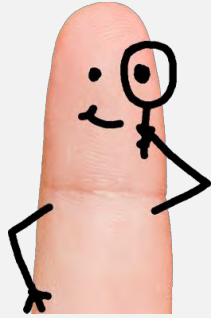
**2. Strategic Initiatives Example 20%**

- a. Finances marketing initiatives.
- b. Initiates and implements measurable strategies that ensures the Company's revenue goals are met.
- c. Establishes meaningful business relationships on behalf of the Company with market influencers as well as media outlets.
- d. Develops and leverages strategic marketing partnerships.
- e. Reports to stakeholders on marketing campaign performances, results, and analysis.
- f. Builds awareness of the Company with strategic focus to have it seen as a thought-leader in the market.

**3. Staff Management Example 20%**

- a. Hires, motivates, develops, and manages performance of a diverse workforce, in line with Company values and goals.
- b. Ensures high performers are retained.
- c. Motivates, coaches, and develops staff to ensure the best results.
- d. Manages performance and non-performance.
- e. Supports diversity and encourages innovation.
- f. Delegates effectively.
- g. Resolves conflict.
- h. Provides a work environment conducive to achievement and growth.
- i. Manages budgets, resources, and projects.
- j. Celebrates and rewards success.

**4. Insert high-level responsibility Example 20%**



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## Position Success Traits

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### LEADERSHIP

- ♦ Influences, motivates, and empowers staff to work towards a common goal and achieve greatness.
- ♦ Understands our business and sector.
- ♦ Analyzes and plans proactively by identifying opportunities and threats.
- ♦ Helps to establish and communicate the vision.
- ♦ Provides information, knowledge, and methods to realize the vision.
- ♦ Coordinates and balances conflicting interests of stakeholders.
- ♦ Steps up and thinks and acts creatively in difficult situations.
- ♦ Acts honestly and with integrity.
- ♦ Gains trust and respect.
- ♦ Leads by example.

### STRATEGIC FOCUS

- ♦ Generates and applies alternative and viable strategies or business models to create competitive advantages for the Company.
- ♦ Finds ways to capitalize on opportunities and provide customer value.
- ♦ Thinks holistically and futuristically.
- ♦ Constantly scans internal and external environments.
- ♦ Acts as an explorer, with heightened curiosity and alertness.
- ♦ Demonstrates a strong desire to outwit and beat the competition.
- ♦ Keeps an open mind to new ideas and diverse perspectives.
- ♦ Displays expertise in areas of specialization and environmental trends.
- ♦ Balances risks and rewards.

### BUSINESS ACUMEN

- ♦ Understands the business we are in and key business drivers for performance.
- ♦ Operates with best-in-breed business practices.
- ♦ Uses sound commercial principles and viability in all areas of responsibility.
- ♦ Applies and balances information about business drivers and trends such as revenue, costs, customer needs, and short and long-term strategies to guide activities.



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- ♦ Enlists support of key individuals and groups to move the change forward.
- ♦ Understands when to focus efforts on resisters versus supporters.

### COMMUNICATION

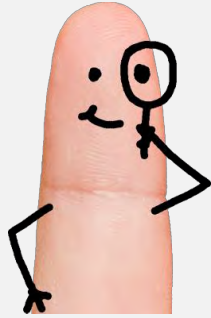
- ♦ Communicates in a clear, concise, and timely manner.
- ♦ Uses effective tools and techniques to communicate information internally and externally.
- ♦ Is sensitive to the communication levels required by varied audiences, and is able to adapt accordingly.
- ♦ Listens actively.

### Other/Comments

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A high degree of travel is necessary for the position.

*Insert any additional information here, if required. Delete this section if not needed.*



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