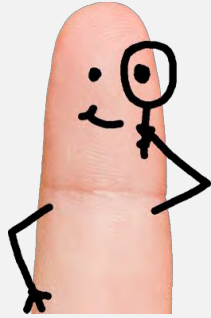


Date completed/revised: DD/MM/YYYY

Position Details

Title	Marketing Manager Director		
Reports To	Insert title, not individual's name		
Department	Marketing		
Position Status	<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		
Eligible for Benefits	<input type="checkbox"/> Yes <input type="checkbox"/> No Comments if applicable		
Overtime Exemption Status	<input type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt		
Variable Compensation	<input type="checkbox"/> Bonus <input type="checkbox"/> Commission <input type="checkbox"/> Shift Premium <input type="checkbox"/> Car Allowance <input type="checkbox"/> Not applicable		
Hours per Week	Insert actual expected hours of work per week, excluding breaks or lunch/week		
Location			
Job Classification	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		
Salary Range	Insert salary range, or insert: "As per Job Classification"		
Direct Reports	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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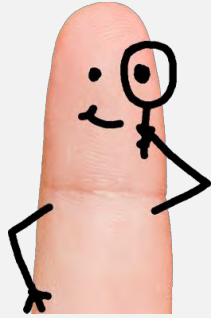
- a. Plans, leads, and collaborates with marketing team, developing creative briefs and guiding creative direction on all projects from start to finish.
- b. Establishes positioning, identifies target audience, and develops marketing plans.
- c. Develops and manages budgets for marketing department.
- d. Investigates customer demand for the Company's products and services.
- e. Gathers customer and market insights to increase customer conversions and generate more qualified leads.
- f. Identifies effectiveness and impact of current initiatives and optimizes accordingly.
- g. Maintains regular meetings with account managers to review pipeline, resolve challenges and present possible solutions.
- h. Conceptualizes and executes on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications on all channels.
- i. Researches strategic ways to grow target market share.
- j. Leads the tactical execution of marketing campaigns, including implementation of test, tracking, results reporting, and analysis.

2. Internal & External Communications Example 30%

- a. Builds brand awareness and positioning.
- b. Collaborates with cross-functional teams such as creative, IT, production, and legal to create effective promotional materials.
- c. Offers advice to develop innovative public relations, advertising, and events.
- d. Creates marketing presentations for stakeholders.
- e. Obtains necessary consent and provides final approval on all marketing products and promotions.
- f. Manages agency providers, freelancers, consultants and other suppliers, including contract negotiation and management.
- g. Attends conventions and conferences, participating and preparing engaging displays and collateral as needed.

3. Digital Marketing Example 20%

- a. Plans and executes all digital marketing, including SEO, marketing database, email, display advertising campaigns, and social media.
- b. Informs marketing team on consumer buying behaviour to set strategic direction for product campaigns.
- c. Stays connected with digital trends beyond the walls of the Company and shares knowledge and experience with team members.
- d. Designs, builds, and maintains the Company's social media presence.



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Skills	Proficient	Experience with	Familiar with
Competitor analysis	x		
Brand police	x		
Marketing automation and CRM tools		x	
Proven team builder, leader and manager	x		
MS Office suite	x		
A minimum of 35 words per minute typing speed or the ability to use voice to text software to support increasing digital communication and content generation	x		
Enter additional skills if needed			

Experience/Education/Training

Experience/Education/Training	Required	Preferred
A minimum 5 years' experience in marketing and managing a marketing team with demonstrated quantitative ROI on marketing expenditures	x	
Bachelor's degree in marketing, advertising, or communications	x	
Master's degree in marketing, advertising, or communications		x
Insert experience, diploma, certification, training, or designation		
Insert experience, diploma, certification, training, or designation		

Position Success Traits

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.



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- ♦ Continuously seeks ways to improve all aspects of the Company and communicates suggestions.

FLEXIBILITY / ADAPTABILITY

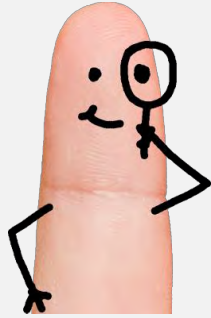
- ♦ Adjusts own behaviors to work successfully in light of new information, and/or changing direction and environments.
- ♦ Is willing to adapt and do what is necessary to get the desired results.
- ♦ Remains positive when faced with unexpected events.
- ♦ Adapts well to, and supports change.
- ♦ Accepts changing priorities and direction.

INITIATIVE

- ♦ Looks for and takes action to make a contribution to the Company rather than being asked or passively accepting situations.
- ♦ Does more than is required. Digs deep and questions the process.
- ♦ Offers new ways of working or solving problems over and above what is expected.
- ♦ Looks for and takes opportunities for development and to improve performance.
- ♦ Anticipates future opportunities and challenges.
- ♦ Seeks out additional responsibilities and learning opportunities.

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.



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Acknowledgement

Accepted and agreed to by:

EMPLOYEE

Employee Name	
Signature	Date

MANAGER APPROVAL

Manager Name	Manager Title
Signature	Date

NEXT LEVEL APPROVAL

All job descriptions require approval by **CUSTOMIZER: Insert approval position level 1. Example: Department VP, or delete this section if not applicable.**

Name	Title
Signature	Date

HR APPROVAL

All positions require review and approval by HR **CUSTOMIZER: Insert HR approval level. Example: HR Manager, or delete this section if not applicable.**

Name	Title
Signature	Date