

Date completed/ revised: DD/MM/YYYY

## Position Details

<b>Title</b>	Marketing Manager   Director
<b>Reports To</b>	Insert title, not individual's name
<b>Department</b>	Marketing
<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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### Set up your HR Department

A complete HR Toolkit for small business to create and maintain your HR fundamentals.

#### Create your HR materials

- 260+ premium templates to create contracts, employee manuals, forms, spreadsheets and manager guides
- Download your HR folders
- Identify your HR priorities
- 22 HR topics
- Create HR intranet

#### Support your HR Function

- COVID-19 Portal
- Legislation Portal
- Remote Workforce Portal
- Mental Health Portal
- Diversity & Inclusion Portal
- Weekly updates, email notifications
- Help & support. With real humans!



### Create HR for Clients

HR Toolkit for Small Business, but made for HR consultants with the following differences:

- Special licensing for use with clients
- Additional module + additional download of pre-assembled folders and templates to create your own master HR toolkit to re-use for new clients
- Pricing.

- 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. .
- c. Informs marketing team on consumer buying behaviour to set strategic direction for product campaigns.
- d. Stays connected with digital trends beyond the walls of the Company and shares knowledge and experience with team members.

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Skills	Proficient	Experience with	Familiar with
Website management & analytics		x	
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		
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## 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.

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- ◆ Engages in responsible dialogue and brainstorming to develop new ideas and unique solutions to problems.
- ◆ 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

<b>Employee Name</b>	
Signature	Date

### MANAGER APPROVAL

<b>Manager Name</b>	<b>Manager Title</b>
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.**

<b>Name</b>	<b>Title</b>
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.**

<b>Name</b>	<b>Title</b>
Signature	Date