

Job Description: Marketing Manager

Name:

Date:

Reports To: Director of Marketing

PURPOSE AND OVERVIEW

This position requires being goal- and deadline-oriented, organized, self-motivated and creative, and strategic. This team member must be able to work effectively in a cross-functional team.

In addition, the fast-paced, ever-changing nature of the market calls for individuals who are competitively oriented, flexible, and adaptable.

This is a strategy and execution-based job. Coordination directly with business owners will guide the company's vision, mission, and company marketing plan. This position is full-time and will be primarily at the business and at specific events as they arise.

These areas listed below will be assigned frequency from daily, weekly, monthly, quarterly, and annually.

PRIMARY RESPONSIBILITIES

Corporate Marketing:

- Company Marketing Plan
- Marketing budget
- Key Performance Indicator – set, measure, and report
- Team communication of all marketing campaigns & offers
- Report monthly online sales
- Spa-printed marketing materials
- Brand standards book
- Overall corporate image and PR

Digital Marketing:

- Website content and performance
- Social media platforms: FB, IG, YouTube
- PPC, SEO, Paid social
- Eblasting & client email leads and lists
- Landing page funnels
- Vlogs planning, production, and distribution
- Blogs planning, writing, posting, and optimizing
- Video planning and coordination
- Online store product and service sales
- Annual Budget is updated quarterly
- ROI analysis quarterly for all marketing contracts
- Monthly Key Metric Review and Reporting
- Copywriting and image position

Direct Report: _____

Team Member Name: _____

Team Member Signature: _____

Mentor Buddy: _____

Date: _____

Start Date: _____

Weekly Schedule: _____

30 Day review (Date/Time): _____

60 Day review (Date/Time): _____

90 Day review (Date/Time): _____