

# Marketing Manager and Copywriter Job Description

## Gallaher Edge Company Overview

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Why do we exist? We exist to evolve humanity. We apply the science of human behavior to organizations so they can get their edge, achieve together, and enjoy the journey. We guide our clients through a unique collection of experiences to align self, teams, and culture from the inside out.

Our experiences include leadership coaching, executive development, team workshops and our online learning platform Insider Edge. We are looking for a Marketing Manager to join our team!

We are a small, entrepreneurial team and while we will work to clarify roles and responsibilities as best as possible, our culture still asks that each person be willing to do whatever it takes to get the job done through collaboration and dedication.

## Position Overview

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We are increasing our company's focus on marketing and this position will enable us to do that. Our main focus is to increase our e-mail list by connecting with our target markets through social media, webinars, podcasts, guest posts and speaking engagements.

We want to nurture our email list and develop a more mature funnel towards our various lines of business. The role will include a lot of copywriting, website management, and analyzing data to develop recommendations to hit our goals.

We acknowledge that the full scope of the responsibilities outlined here is far broader than what most marketing professionals are responsible for in their roles; we want to work with someone who is willing to explore, learn and figure it out, and we will support you with outsourced expertise to supplement your work.

## Who You'll Work With

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You will report directly to our CEO, and will also work quite a bit with Kayla, who has been everything from an executive assistant to a marketing coordinator and



everything in between. This position will begin as a remote, work-from-home position, and will operate fairly typically on the eastern time zone. We sometimes schedule meetings into the early evening as one of the business owners works another role during the day.

### Gallaher Edge Core Values

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**Progress Over Perfection:** Something done imperfectly is better than nothing done flawlessly. We operate better when we expect not perfection, but progress. We are never done developing. Always getting better. Always evolving. Leadership and self-awareness are things to continuously practice, just as one would practice yoga, meditation, medicine, or law.

**Uninhibited Teamwork:** Self-awareness and openness allow us to truly collaborate. We cultivate radical openness that enables us to get real work done by getting real. Without genuine collaboration, teams are just groups of individuals. Teams that are aligned and in sync feel the benefits of flow, synergy and productivity.

**Power of Choice:** Acknowledging choice allows a purposeful life and increases accountability. We believe that every single thing we do in life is a choice which opens a world of possibility.

### Candidate Requirements

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- Minimum of 5-7 years of experience in a marketing role with a variety of marketing tasks
- Critical thinking, analytical and problem-solving skills
- Tech skills preferred include but not limited to: Wordpress, MailChimp, Leadpages, Zapier, Alchemer (Formerly Survey Gizmo), Design tools (Photoshop, Illustrator, Canva), Google Analytics, Microsoft Suite (Excel, PowerPoint, Word). We also use and can show you how to use: Asana, Accelo, Zoom (may use different webinar tool in the future).
- Ability to work on multiple projects at one time
- Willingness to work with Gallaher Edge full-time Monday-Friday
- A quiet home working environment, including:
  - A computer
  - Cell phone
  - High-speed internet

## This Position is Not Right For You If You Are...

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- Unwilling to “figure it out” when the “how” is unclear.
- Someone who wants to run their own business. We want somebody to have autonomy within the role and dedicates their energy to the team.
- Someone who hasn’t read books or listened to podcasts on marketing; we want someone with a passion for what they do, just as we have a passion for what we do.

## This Role Is Perfect For You If You...

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- Enjoy writing and turning powerful concepts into accessible content that draws people in.
- You enjoy writing copy that is engaging and conversational
- Enjoy the challenge of figuring things out, beyond the scope of your past experience.
- Enjoy task variety and expanding your skillset to meet the needs of the business.
- Feel excited about helping a small company 10x its revenue from the ground floor.
- Want to dedicate energy and time to growing yourself from the Inside Out.
- Are genuinely curious about the science of human behavior and find it useful.
- Can work alone and don’t need your hand held every step of the way.
- Are very organized and can stay on top of deadlines.
- Are good at setting boundaries for yourself so you can deliver high performance deliverables, on-time, in a sustainable manner.
- Can handle direct feedback.
- Have a healthy relationship with your emotions.
- You love strategizing and executing your own plan

## Application Instructions

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If you’d like to be considered for this role, please send an email to [hello@gallaheredge.com](mailto:hello@gallaheredge.com) by January 4<sup>th</sup>, 2020 with the following details:

- Why you want us to hire you (a paragraph or so about your marketing experience)
- What work you have done in your lifetime to work directly on yourself (a paragraph or so)



- Sample of your own writing
- Your LinkedIn profile or resume
- Your phone number
- Where you live (city/state/time zone)
- Your desired salary range
- Subject Line: Marketing Manager and Copywriter

*We will be reviewing applications and scheduling interviews as they come in.*

Gallaher Edge is committed to honoring diversity on our team, in our clientele, and within our community. We value and respect all types of diversity including, but not limited to, ethnicity, race, gender, sexual orientation, gender identity, age, religion and abilities. We believe that a diverse workplace makes our business stronger. We especially invite diverse candidates to apply.

## Compensation

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- Base salary will fall between \$50K and \$70K depending on the candidate's education, experience, and ability to perform the variety of job functions.
- This role starts with 3 weeks of paid time off each year. We also give you time off for wellness.\*
- Gallaher Edge acknowledges 7 company holidays, for which you will be paid and get the day off.
- We will set up a health reimbursement agreement with you that you can use to cover your monthly health insurance premium.
- Location: Downtown Orlando (Virtual for now)

*\*Details explained with full job offer*

## Most important attributes

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- Excellent copy-writing skills
- Ability to use our marketing data to draw conclusions and develop recommendations
- Enjoys task variety and figuring things out on-the-job
- Excellent communication skills

## Detailed Responsibilities

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Grow e-mail List in terms of number and engagement

- E-mail marketing
  - Oversee development of overall email marketing funnel. This includes maintaining and growing our email audience.
  - Write, proofread and schedule email campaigns
  - Create workflows that trigger based on the customer's journey
- Applying ever-changing marketing strategies to ensure we're always following best practices
- Analyze and track key performance metrics on a monthly and/or per-campaign basis and provide actionable key takeaways and next steps.
- Management of external resources to help with maintenance of marketing funnel
  - Mailchimp
  - Leadpages
  - Zapier
  - Alchemer (Formerly Survey Gizmo)
  - Asana
  - Accelelo \*
  - Google Analytics
  - Microsoft Suite
    - Excel
    - Powerpoint
    - Word
  - Zoom (or GoToWebinar, EverWebinar, etc.)
  - Design Tools
    - Photoshop
    - Illustrator
    - Canva

\*Specific Training provided

Grow Social Media Following and Engagement

- Oversee development of overall social media funnel. This includes tracking metrics on engagement and following regular best practices for posting cadence.
  - Facebook
  - LinkedIn
  - Instagram
  - Medium
- Monitor our social media platforms while strategically following and engaging on the social media platforms of relevant accounts.
- Create social media graphics using our templates

- Content “Dripping” – Repurposing copy and concepts (from podcast scripts, book chapters, blog posts, Insider Edge video scripts) and turning them into unpaid organic content
- Develop plan for ad spend and track metrics to determine path to success
- Set up and optimize company pages within each platform to increase the visibility of the company’s social content.

Enhance engagement and membership of our online platform: Insider Edge

- Increase overall membership on the site
- Increase engagement with emails, video watches, video comments, and our Slack workspace community

Promote and set up Marketing Webinars

- Help design and promote webinars for the purposes of growing e-mail list, selling digital courses, and public workshops

Facilitate production of the Gallaher Edge podcast, The Evolved Leader

- Develop titles and descriptions for podcast episodes based on marketing research
- Identify relevant social media hashtags to promote podcast episodes
- Develop social media collateral for GE and podcast guests to promote the episodes
- Research top podcasts for Phillip and Laura to be guests on to expand their reach
- Upload podcast and develop post on GE site with relevant CTA’s

Create and post Blogs to drive conversion

- Write blog posts based on marketing best-practices and research on concepts that are most interesting to our personas
- Post blogs with relevant CTA’s to build email list and/or Insider Edge membership (or whatever CTA is most timely and relevant)

Update and track success of Gallaher Edge Website

- Increase traffic to the website
- Implementation of SEO knowledge, keyword research, and Google Analytics to increase brand visibility
- Develop website strategy to create strategic conversions
- Regularly audit website pages to ensure things are up to date

Produce Business Development/Marketing Events

- “An Inside Out Evening” – help design and execute periodic events to elevate brand awareness and create meaningful contacts
- Organize logistics for “Grounded Life Meetup” to increase brand engagement and loyalty

Co-develop Book Launch/Marketing Plan

- Develop plan to market and launch GE's first book to increase book sales and achieve metrics like "best seller lists"
- Support book launch through social media campaigns, author pages, integration of promotion with other products, etc.

*Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities, and activities may change or be assigned at any time.*