

Job Title:	Marketing Director	FLSA Status:	Exempt
Department:	Marketing	Job Grade:	FT
Reports To:	President	Revised By:	Jennifer Blue
Location:	Butterfly House / Remote	Revised Date:	4/7/22

Position Summary

The Marketing Director will create, oversee, and implement marketing strategies and tactics. This person will need a mix of technical and soft skills to work effectively with our team and clients. They would be responsible for leading a small team of people made up of Mind Body Align team members and outside contractors. They are skilled in marketing, business development, communications, and public relations. They should be specialized in creating effective marketing plans focusing on social media, email, public relations, and online marketing. This person would have the ability to creatively think and to focus on practical, results driven analysis. They should be able to work independently and collaboratively and with flexibility in an entrepreneurial environment. This person is also skilled in managing multiple projects and delivering results. Understanding our core values, mission, vision and product is crucial to creating a successful plan. The ideal candidate would have the ability to not only understand but be able to apply that information.

Key Position Results (or Job KPI's)

- Develop and implement a marketing strategy according to budget and objectives
- Work closely with the president and operations in maintaining consistency and holding to company objectives.
- Effectively lead your direct reports.
- Use processes and terminology in coordination with the processes and terms used by the Mind Body Align team
- Study our company profile, strategic plan and messaging matrix to understand our marketing needs
- Conduct market research to identify industry trends and commercial opportunities, when necessary.
- Identify our target market and develop customer personas or mindset scorecards, when needed.
- Prepare detailed proposals and marketing plans
- Advise on branding, positioning, communications and other marketing issues
- Give direction to marketing efforts with the most effective methods and tools
- Liaise with Operations, PR & Communications, Sales, Creative and other departments as needed
- Monitor marketing projects and analyze results to demonstrate ROI
- Write reports with suggestions for improvements and new ideas

- Report monthly on KPIs and other measurables

Duties and Responsibilities

- Create, present, and execute a yearly marketing plan (updated plan) with detailed quarterly goals that align with the company's strategic plan and mission
- Track projected and actual outcomes of marketing plan quarterly
- Plan communications, events, sales, promotions at least one quarter prior so the team can adjust workflow
- Work with the President to determine when consultants are required to execute the marketing plan and oversee when necessary.
- Oversee design and implementation of print and digital collateral
- Co-Create press releases and other communications, as needed
- Manage creation of marketing content such as blog posts, and social media posts
- Review company branded email content, letters, and miscellaneous correspondence
- Coordinate Social Media responses
- Coordinate and ensure that thank you notes / gifts are sent to clients and contributors in a timely manner (24-48 hours)
- Ensure that communications such as email/Social media responses, thank you notes, etc. are sent within 24-48 hours.
- Updating and maintaining the Company Messaging Matrix with Public Relations
- Set and Monitor monthly KPIs and demonstrate responsiveness, agility, and creativity when necessary to hit KPI objectives
- Oversee email marketing campaigns to enhance the customer and user experience and strengthen the company relationship with both
- Coordinate and streamline email communications to At School customers and clients
- Coordinate and streamline email communications to At Work customers and clients
- Utilize the Strategic Coach tools
- Accurately track time and progress on projects
- Attend meetings and events as needed and when possible
- Create lead magnets and email funnels
- Suggest the purchase of branded items/marketing materials
- Oversee Creative and PR/communications consultant
- Direct advertising campaigns on various platforms
- Contribute to strategic planning
 - provide support by crafting and implementing an overall marketing plan to drive the business to obtain the business goals and objectives. This plan will be comprehensive, strategic and drive lead generation and ultimately sales (revenue).

- Includes crafting a plan that incorporates the Mind Body Align website, improved SEO, automated email marketing, public relations, media relations, social media and other marketing tools and platforms.

Critical Knowledge, Skills and Abilities

- Proven experience as a marketing consultant or similar role
- Knowledge of data analysis and market research
- In-depth knowledge of marketing principles and best practices
- Ability to think strategically and analytically
- Apt in writing proposals and reports
- Communication skills (oral and written)
- Knowledge of office management systems and procedures
- Excellent time management skills and ability to multitask and prioritize work
- Attention to detail and problem solving skills
- Excellent written and verbal communication skills
- Strong organizational and planning skills
- Proficiency in MS Office, Trello, G-suite, Google apps, Active Campaign
- BSc/BA in Marketing, communications, business or relevant field. MSc or MA or equivalent will be a plus
- Ability to travel, as needed

Professional Development

We prioritize professional development in order to help employees become more skilled in their position and achieve results. We also dedicate time to train as a team on competencies that will advance the company.

Technology

We are completely cloud based. Must have a solid knowledge of Google Workspace (to include documents, sheets, forms, drive, slides, mail and calendar), Trello or similar project management software, Zoom, Active Campaign

Must have reliable internet connection in remote locations along with computer equipment and smartphone to perform daily job functions.

Compensation and Benefits

30-35 hours per week \$26/hour
Generous vacation and PTO policy
Tech and cell phone reimbursements
Paternity leave

Advancement Opportunities

We value advancement from within our company and we anticipate growth in our market. This position may be eligible for full-time status based on contracts awarded.

About Mind Body Align, LLC and MBAwareness

Transforming the world through mindfulness, Mind Body Align, LLC improves lives by teaching mindful social emotional learning that meets state curriculum standards in

schools, to teachers, and in communities. The Align Mindfulness downloadable app allows mindfulness practice worldwide. Follow the events scheduled at the Butterfly House on Facebook®, Instagram® or at www.MindBodyAlign.com.

Signature of Employee _____

Signature of Manager _____

Date _____