

# Director of Marketing Sample JD

## Need To Have:

- 7-10 years of proven success as a performance marketing leader with an appreciation for branding
- Proactive, resourceful and self-directed, who works calmly, quickly and confidently in a fast-paced team environment
- A data-driven and customer-centric approach to establishing marketing strategies, key initiatives, and the metrics to determine the profitability of channels, by product offering
- Deep knowledge of digital product marketing and driving demand through product features
- Demonstrated success in strategic development and management of demand generation, lead management, channel development, and product/market segmentation strategies
- Prior leadership role(s) guiding a growth-stage company; used effective management techniques to influence and motivate the team to perform at the highest level and to get work done through others
- History of successfully recruiting, structuring, developing, and inspiring a diverse, top-tier marketing organization
- Experience in B2B SaaS marketing
- Experience creating and executing a brand vision and strategy deployment

## Nice To Have:

- Experience in L&D/HR tech
- Understanding of Conscious Capitalism
- Demonstrated ability to lead and scale teams
- Strong copywriting skills
- Experience leading and collaborating with graphic designers
- Strong analytical skills

**2. What are the personal characteristics (stated in behavioral terms) for this position? (e.g, Should be only 3-6 behaviors! Sense of urgency: Ability to appropriately identify what needs to be accomplished, take initiative to quickly prioritize level of importance, and set out a plan to get the work done. They have a passion to work for reasons that go beyond money or status; they have a real propensity to pursue goals with energy and persistence.)**

1. Strategic - Must be able to “see the forest through the trees”. Should be able to be given an objective and be able to build a comprehensive plan that delivers with iterate check in.
2. Creative - Must be able to think outside the box. This individual needs to find new and exciting ways to connect with prospects and articulate the value proposition we will deliver.
3. Data Driven - This individual will think in terms of what they can measure at every step in the process to determine where to improve. This person is

comfortable with rolling up their sleeves and figuring out how to get the data points they need

4. Confident - This is not an easy role. This is a role for someone who knows they have the skills to step into this role and deliver. They have a playbook they are ready to use and understand they will need to adapt it.
5. Owner Mentality - This person will have limited resources in regards to team size and capabilities initially. They will need to roll up their sleeves and write copy, implement tools, monitor campaigns, etc.....

### 3. One (1) year from now, how are we going to tell whether this position has been successful?

1. 50% or more of the top of the funnel is from inbound channels.
2. At least three reliable marketing channels have been established to connect with our ideal customers
3. Just by visiting OUR WEBSITE any buyer or user immediately knows what they are looking at/considering buying.

### 4. What is it we expect Them to do, and how should they go about doing it in our unique culture?

This person is a high energy individual who is ecstatic to wake up every day and tell the XX story. This individual is responsible for enthusiastically building and leading a marketing team that will fundamentally transform our organization.

This person brings an iterative mindset to the team each and every day. They are excited to test ideas, measure results, and continuously improve how we talk about and justify the value of X.

This individual is relentless and does whatever it takes to get results. They do this in a highly collaborative manner and work well cross-functionally learning from teams like Sales, Customer Success, and Product.

This individual is obsessed with impacting over 1 million users and already has a plan to get us to 2 million.

### 5. What initial objectives (goals) should we agree need to be addressed and completed?

- Build a comprehensive value add marketing plan via a multi-channel go to market strategy
- Revamp website language and narrative
- Support the creation of critical sales enablement materials
- Develop a monthly “content” and “engagement” plan for expanding reach

### 30, 60, 90 day plan:

- 30 Days:
  - 1:1's w/ entire leadership team
  - Assessment of product, Sales Strategy/ Messaging, and website

- Review of blog, social media, customers, etc...
- Summary of data and prioritized metrics to begin working on
- Assessment of existing tools and wishlist
- OKRs developed
- 60 Days:
  - Comprehensive multi-channel half year marketing plan + project plan
  - Assessment of existing marketing team and needs
  - Implementation of required tools for success and initial dashboards
  - Initial campaigns (email, webinar, blog, etc...) launched
- 90 Days:
  - Hitting OKRs
  - Marketing strategy is beginning to develop traction
  - ~15% of funnel is from inbound sources