

**TOWER  
CO.**

# **JOB DESCRIPTION**

## **MARKETING RAINMAKER**

### **Job title:**

Marketing Rainmaker

### **Role summary**

This role is responsible for the management of all TowerCo marketing channels, execution and strategic optimisations of TowerCo funnels and strategising, implementing and managing marketing projects from concept to market release.

To grow, educate, and convert prospects into customers while safeguarding our brand standards and managing our team of rockstar marketing doers.

You will have a budget to allocate to subcontracted team members to help you achieve the marketing growth goals.

We're looking for a lover of marketing who has been in the online course world for a while and wants to use their expertise and skills to be a part of building the brand globally.

### **Reports to**

Chief Executive Officer



# JOB DESCRIPTION SAMPLE:

## HEAD OF MARKETING

### Responsibilities & Duties

#### Manage All Internal & External Marketing Personnel

Develop, nurture, and hold accountable all marketing talent which includes internal team members and external vendors/contractors.

- Create a positive work environment for smart creatives to thrive and perform their best work on behalf of TowerCo.
- Teach and empower team members to independently execute aspects of the marketing launch plans while hitting deadlines as you oversee that the overall launch strategy and plan come together as envisioned.
- Conduct weekly marketing department meetings and daily check-ins with staff to ensure the highest productivity and individual growth.
- Oversee the day to day marketing activities and ensure that everyone is doing their job efficiently.
- Leading the in-house marketing team and managing any outsourced network of specialists. Maintaining responsibility on the team's ability to execute tasks, meet deadlines and complete projects.

#### Participate in Company's Marketing Strategy + Direction

Work closely with the CEO/Founder to determine the direction TowerCo should take when determining how best to bring the company's products and/or services to the marketplace so that they can be acquired.

This would include but is not limited to:

- Participating in the process of exploring, creating, and delivering value to meet the needs of a target market in terms of products and services.
- Selecting a target audience for the company's products and services.
- Choosing which attributes or themes to emphasize in advertising.
- Defining the terms of sale, such as price, discounts, warranty, and return policy.
- Discerning which product placements should be pursued in media or with people believed to influence the buying habits of others.

#### Oversee the Content Creation Factory

Participate in developing and optimizing a cross-platform content strategy that supports TowerCo's brand and CEO's thought leadership, driving awareness and traffic, and generating high-quality leads.

- Develop audience growth strategies for search, social, paid, and/or relationship marketing channels
- Work with team members and/or vendors to manage all social media accounts and email campaigns
- Create a marketing content calendar so all messaging moments are coordinated with one another
- Develop and maintain processes that will ensure brand and voice consistency, along with high quality, conversational and engaging writing for all content.
- Develop a QA process to avoid unnecessary errors, misspellings, broken links, etc.



# JOB DESCRIPTION SAMPLE: HEAD OF MARKETING

## Strategize All Revenue-Generating Marketing Launches

Convert prospects into customers through strategic front-end and back-end launches throughout the calendar year to hit quarterly and yearly revenue goals.

- Develop and maintain a yearly launch calendar that ensures company growth while leaving room for the rapidly evolving needs of the clients, brand, and industry.
- Create Launch Briefs to keep team members and the Founder on the same page throughout the launch season for optimal success without burnout.
- Set paid advertising budget and diligently monitor its spend rate to avoid going over budget and negatively impacting launch profitability.
- Create and/or enhance new sales funnels as needed to achieve launch goals.
- Maintain and improve evergreen sales funnels if applicable.
- Track and report all launch metrics and set benchmarks for future launches that the company can learn from.

## Keeper of All Marketing Assets

Develop and maintain marketing collateral that is published and accessible online by prospects who are interested in and contemplating buying from TowerCo.

- Review website, sales funnels, and/or landing pages for improvements and make messaging suggestions for improvement working closely with the CEO if they so desire.
- Regularly review business assets for quality updates and improvements and ensure all marketing assets are aligned and consistent with our brand standards.
- Ability to analyze data in order to hypothesize revenue-driving marketing tactics



# JOB DESCRIPTION SAMPLE: HEAD OF MARKETING

## Key priorities

- Team oversight
- Strategy and implementation
- Reporting and optimisation
- Return on investment of marketing initiatives
- Ensuring the CEO can regain their time to focus on the company vision without working IN the business.

## Key Metrics

### Audience Growth

- Podcast
  - Downloads increase
  - % Growth MoM
- Email List
  - List Growth
  - Open Rate
  - Click Through Rate
  - Unsub Rate
- Instagram
  - Net New Followers
  - Reach + Engagement
- Website
  - Website Views
  - Website Leads
- Partnership Revenue
  - Includes ads, branded partnerships, affiliate revenue, and collabs.
- Channel Revenue
  - Evergreen revenue from channels, including features of company products in newsletters, on IG, and in podcasts.



# JOB DESCRIPTION SAMPLE: HEAD OF MARKETING

## Launch Performance

- Launch Revenue Goals (Good, Better, Best)
- Meeting or exceeding evergreen funnel benchmarks
  - SLO Funnels
    - Main Offer/SLO Conversion Rate 2.5%+
    - Order Bump Conversion Rate 30%+
    - OTOs Conversion Rate 10%+
  - Evergreen Webinar Funnels
    - Registration Rate 25%+
    - Watch Rate 60%+
    - Offer Conversion Rate 2.5%+
  - Evergreen Application Funnels
    - Webinar Registration Rate 25%+ (if applicable)
    - Case Study Optin Rate 25%+ (if applicable)
    - Webinar Watch Rate 60%+ (if applicable)
    - Application Rate 20%
    - Call Show Up Rate 70%
  - Summit/Event Funnels
    - Registration Rate 25%+
    - Main Offer/SLO Conversion Rate 2.5%+
    - Order Bump Conversion Rate 30%+
    - OTOs Conversion Rate 10%+
  - Lead Funnels
    - Optin Rate 30%+
  - Profitable Paid Advertising Efforts



# JOB DESCRIPTION SAMPLE: HEAD OF MARKETING

Perks of TowerCo - (yay!)

- On the job training
- Personal and professional development – including enrolment in Rainmaker Residency Program
- A super awesome working environment
- Opportunity for growth as our company grows
- 4 day planning retreat annually with whole team
- Members conference in Australia
- Opportunity to attend US retreats and conferences
- Plus tech kit including:
  - iPhone
  - Mac laptop
  - iMac desktop

## Remuneration

- Pay starts at \$70,000 USD per year (based on experience) with performance based bonus opportunities
- 4 weeks paid vacation annually
- This is a full time, remote contract position
- Bonuses
  - Quarterly bonus of \$1000 if the following met:
    - Membership monthly churn under 5%
  - Launch bonus (twice per year)
    - \$1000 if 'good' goal reached
    - \$2000 if 'better' goal reached
    - \$5000 if 'best' goal reached
  - Evergreen sales bonus
    - 1% of total net revenue after \$50,000 in monthly sales is exceeded for that month.

