



## Marketing and Sales Manager for Dr. Ritamarie Loscalzo

### Our Mission

We are committed to transforming our broken disease management system into a true health care system focused on finding and solving the root cause of health challenges. Our goal is to reach and transform those clients who need help most and those practitioners who most want to help.

### Qualifications

- Are you someone who is organized and knows how to make things happen?
- Do you love the potential that internet marketing has to offer and feel comfortable with making things happen?
- Do you enjoy the excitement of a product launch?
- Are you able to manage the various people and tasks required for a successful product launch?

If so, you're in the right place.

I'm looking for a Marketing/Launch Manager to serve help map out then implement strategies to grow our business and attract new prospects and clients.

This is a remote position you can do from anywhere.

I need you to have a solid understanding of how online marketing works, including lead magnets, opt-in pages, sales pages, email marketing processes, webinars, Facebook marketing, etc. (If any of those phrases are brand new to you, this is not the position for you.)

I need you to make sure that the quality stays consistent, from start to finish, with each project we put out.

This position has high expectations. But if you're the person I'm looking for, you're the type who gets motivated by high expectations.

### Responsibilities:

- Accomplishes business development activities by researching and developing marketing opportunities and plans
- Implements sales plans from start to finish



- Coordinates with and delegates tasks to other team members to achieve plans

## Position Description:

**The ideal candidate will take full ownership of the role and oversee the flow of marketing tasks from start to finish.**

- Develop launch plans and ongoing sales plans for online products and programs
  - Create strategies for both live and evergreen products and programs
  - Oversee development of sales page, optin pages, and sales funnels
  - Oversee development of all marketing and follow-up e-mails associated with sales pages, optin pages, and sales funnels
  - Manage and implement upsell plans
  - Coordinate newsletter e-mails to promote products and services
  - Provide recommendations for creative content and copywriting
  - Research and implement SEO strategies for sale entry points
- Develop and manage promotional content
  - Implement list-building strategies
  - Create and implement a consistent blog posting promotional strategy
  - Repurpose content to promote programs and products; create a catalogue/library of content resources
  - Oversee the arrangement of guests, blog posts, and set-up of Dr. Ritamarie podcast
  - Research and implement SEO strategies for content
- Manage live event marketing (twice annually)
  - Oversee development of event launch plan
  - Create and implement strategies to fill seats
  - Provide recommendations for sales page, promotional, and e-mail copywriting
  - Oversee and quality control copywriters
- Coordinate social media blurbs and ads
  - Create visibility and interest
  - Manage communications related to social media
- Manage affiliate sales and joint-venture outreach
  - Provide support materials and e-mails for affiliates
  - Communicate with affiliates to engage them and seek higher activity
  - Recruit new affiliate partners through pre-existing contacts, research, referrals and other avenues.
  - Seek out joint venture partners
- Create and oversee a marketing calendar and tasks needed to accomplish
  - Plan the layout of launches
  - Delegate work to team members as needed to achieve shared goals
  - Communicate clearly and regularly with team members to achieve shared goals



## Desired Past Experience and Skills

- Worked in fast moving environments
- Managed a successful product launch with a small team of people
- Managed projects from start to completion
- Excellent spoken and written communication skills
- Good organizational and planning skills
- Creativity, drive, motivation, and initiative
- The ability to work under pressure and to deadlines
- The confidence to 'sell' your ideas
- The ability and desire to dig in and learn new tools as needed
- Experience with shopping cart systems (preferably Infusionsoft), sales page/optin building software (i.e. Click Funnels, Leadpages or optimize press), Wordpress blogs, task management systems (preferably TeamWork PM)

## This Position Is Not For A Person Who:

- Doesn't have the time and focus needed to do a quality job.
- Isn't willing to get in and do whatever it takes sometimes when needed during a launch or under a pressing deadline
- Prefers to do high level planning rather than get it done project and task management

## This Position Is For A Person Who:

- Knows how to make things happen
- Is resourceful
- Doesn't need to have their hand held
- Can handle stress and tight deadlines
- Works very well with other people and can build rapport quickly with team members
- Has a great attention to detail and brand quality
- Is not locked in to just working 9 - 5 but embraces a "until it gets done" attitude when occasionally needed for project deadlines, particularly during launches
- Is a great communicator
- Is highly organized but moves quickly
- Takes ownership and pride in the work produced
- Is not afraid of new challenges



- Loves learning new things and can implement new ideas quickly
- Adapts very well to changes on-the-go
- Is technology savvy but delegates work to the appropriate people even if they know how to do the task
- Can handle direct feedback. Does not need to be cuddled.
- Can juggle lots of moving pieces while staying focused & collected.
- Willing to sign a non-disclosure agreement.

### **Benefits of this Position**

- Work with awesome people that make things happen.
- Get to test and experiment in a business that is constantly launching new projects. There is never a dull moment.
- Work on promoting products that are helping people to improve their health and quality of life, and live the life of their dreams
- Work in an environment where the future of health care is being shaped by being part of the success of our health practitioner training and certification programs
- Flexibility & freedom to work from wherever you choose.
- You'll be paid to do what you already love to do
- You get to be creative and reap the benefits of seeing results quickly and measurably

### **Why This Position is so Important**

- Our marketing outreach is how we will grow the business. We need someone creative and detail oriented who can see things from start to finish.
- We launch many programs each year and need someone who can really own this role and make sure that all the moving parts are finely tuned, on time and compelling to prospects.
- We have been doing more live product launches than is sustainable and need someone to create and implement an automated, evergreen marketing strategy.
- We've had incredible success so far without appropriate joint venture and affiliate marketing strategies and growing these channel is the best way to expand.

Sound good? I want to learn more about you! Follow the instructions below to apply.



## How to Apply

Fill out the Application form and tell us more about yourself [HERE](#):

<http://www.drritamarie.com/go/MarketingManagerApplication>

If there are any difficulties with the form, please email your materials to [admin@DrRitamarie.com](mailto:admin@DrRitamarie.com)

## Next Steps

If we feel you're an excellent candidate, we'll contact you for a preliminary interview. If it feels like a good fit, you will be asked to chat with at least 2 people on the team. Next you will be asked to submit a sample of your work and/or asked to do a small project or task that's in alignment with the work we'll be hiring you to do.