

PATH FOR GROWTH LLC

Job Description

Job Title	Director of Marketing
Reports To	Chief Operating Officer

Why does Path for Growth exist?

We exist to help impact-driven leaders step into who they were created to be SO THAT others benefit and God is glorified.

What does Path for Growth stand for?

Point to Jesus

- When people collide with Jesus they experience absolute grace and absolute truth. It will always be in the context of a relationship. It will always be abounding in grace. But it will not sacrifice the power, or certainty, of absolute truth. As a team, we will point to Jesus.

Alignment

- Our team doesn't teach about things we have not yet done. We are committed to practicing healthy growth and we hold each other accountable to it. We don't present content we are not willing to live.

Freedom and Responsibility

- A person's freedom is directly linked to their responsibility. If our team members want more freedom then they take on more responsibility. Most people don't experience this degree of freedom. And that's because most people can't handle the degree of responsibility it demands.

Treat People Like Friends

- We treat customers, teammates, leaders, vendors, contractors, potential customers, competitors, waiters and waitresses... people who we disagree with... like our friends. Friends act in each other's best interest.

Strength is for Service

- We work, build, connect, expand, and grow SO THAT we can serve. When we are strong in a specific area then we are grateful and immediately look for opportunities to leverage that strength in service of others.

What does winning look like?

These (bold text sentences below) are the Key Result Areas (KRAs) that serve as the outcomes that the Director of Marketing is responsible for achieving and sustaining. KRAs are reviewed regularly in one-on-one meetings between leaders and their team members to identify if the outcome is red (not true), yellow (inconsistently true), or green (consistently true).

The marketing team is led, managed, and held accountable.

- Investing into the personal and professional growth of team members.
- Holding team members accountable to the vision and goals.
- Recruiting, hiring, and firing team members.
- Keeps team members on the same page.
- Making sure the team has the proper structure, with the right people in the right seats.

The strategy and plan to ATTRACT impact-driven leaders as clients *and* coaches is active and effective.

- Content and conversations are created to attract strangers to the brand.
- Creating and publishing content that provide value.
- Guarding against activity that would confuse the brand's relationship with the marketplace.

The strategy and plan to ENGAGE impact-driven leaders as clients *and* coaches is active and effective.

- Communicating with prospects and customers in a way that builds long-term relationships.
- Customer Experience schedules and communicates 'next steps' for clients and coaches.
- Customer Experience resolves any and all discrepancies on behalf of clients and coaches.
- All engaging activity results in doing what's in the impact-driven leader's best interest.
- Leads are prepared for and connected with the Coaching team.
- "Next scheduled contact date" of CRM profiles are updated no later than the day after expiration.

The strategy and plan to DELIGHT impact-driven leaders as clients *and* coaches is active and effective.

- Customers and promoters continuously receive encouragement.
- Customers and promoters are assisted in any situation—whether or not PFG gets any value out of it.

Tasks and responsibilities include, but are not limited to:

- Sourcing, creating, and scheduling Path for Growth's social media content.
- Sourcing, creating, and scheduling emails.
- Documenting and maintaining Marketing standard processes for training current and future team members using Trainual.
- Updating and maintaining website pages and membership digital products.
- Managing podcast production, post-production, and distribution.
- Strategizing, planning, and executing brand/content-marketing initiatives.
- Managing "team@pathforgrowth.com" inbox. (CX)
- Managing Path for Growth's CRM and updating customer profiles. (CX)
- Resolving coach/client discrepancies with brand, service, and overall experience. (CX)
- Managing and onboarding new members. (CX)
- Managing non-member service delivery (team training, speaking, etc.). (CX)
- Strategize and manage visual brand identity development.
- Creating dashboards and reports to communicate and monitor key performance metrics.
- Developing a continuous strategy for building the marketing team (customer experience, content marketing, etc.).
- Lead, managing, and holding marketing team members accountable.
- Scheduling membership events (office hours, workshops, etc.) and retaining a totally hygienic attendee list. (CX)
- Scheduling client and coach sessions. (CX)