

# Chief Marketing Officer



The Chief Marketing Officer designs and implements ClientPlaza's Marketing Plexus.

On your first day, you will be the only Marketing person.  
You will Do, then Develop, then Lead.

## **Do:**

- Operate and improve ClientPlaza's existing AdWords and Bing/Yahoo accounts
- Produce Requests for Service through own network, social marketing, media presence, partnerships, webinars, IRL & Online communities, etc
- Immediately engage Service Providers in response to every Request for Service

## **Develop:**

- Review ClientPlaza's Marketing Plan up to now. Identify improvements to:
  - Market Positioning Statement
  - USP
  - Target Markets
  - Ideal Customer
- Create specific goals and plans for:
  - Social Marketing
  - Press Presence
  - Partnerships
  - Integration into various Online and IRL Communities
  - Semi-weekly one-page email newsletter
  - ClientPlaza Blog
- Design Advertising Strategy
- Describe and source Hard Collateral and Digital Collateral

- Plan and source Market Research
- Prepare to integrate additional people:
  - Head of Social Media
  - Content Writers
  - Sales Lead and Sales Team
  - Market Researchers

**Lead:**

- Further develop the CEO's work environment
- Ensure every person you lead feels like a volunteer: a volunteer we value so much, who we want to be here so often, that we will pay for their mortgage, food, car, savings, vacations, and fun!
- Require and enable excellence that's so close to perfection the difference no longer matters
- Live and die by your colleagues' happiness and success
- Declare the parameters for expense accounts and travel requirements
- Measure everything; report results to everyone

**Qualification:**

- Make the CEO believe you will succeed... more completely than anyone else

**Total Rewards:**

- Salary
- Commission (3% of Sales)
- Bonus (Upon Achievement of Corporate, Marketing, and Personal Goals)
- Stock Incentive Plan

The Corporation depends on your success.  
Show us you will love the pressure.

Chief Marketing Officer, May, 2016

