

LAND PROFIT GENERATOR

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Director of Marketing Job Description

Are you a master of sales copywriting and buyer psychology? An online marketing ninja? A great communicator? Have amazing project management skills? Know how online Marketing works? Do you love connecting with people online through social media?

If so, keep reading; this job may be for you...

Land Profit Generator is seeking to add its next superstar to our rapidly growing team! This individual will drive all external communication and market messaging and positioning.

Our new Director of Marketing will drive external market messaging and positioning for our brand, oversee the marketing department and work closely with VP of Sales and VP of Operations to ensure budget goals are met consistently, while building the brand across all available channels.

Marketing responsibilities:

- Strategic planning for all content marketing, new campaigns, and go-to-market strategy
- Manages marketing team budget and 4x inside the marketing team
- Provides strategy for overall audience growth and organic and paid traffic lead generation
- Creative direction given to team
- Develops and leads new streams of revenue
- 1:1 management of marketing managers and lead marketing specialist
- Ensures the overall vision and direction of the brand is on track
- Oversees ad spend allocation based on goals
- Does on-camera teaching/training inside paid programs and market-facing

Ideal Candidates:

- Are highly effective communicators
- Intuitively understand market trends
- Skilled at managing both people and projects
- Can find gaps in the market and create new ways to fill the gap
- Can steer the direction of the brand, and create a distinctive presence in the marketplace
- Can write copy and give direction to the creative team
- Know the ins and outs of social media and understand how to leverage paid traffic as part of an overall strategy

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- Think strategically about marketing trends and how to leverage them in a way that is authentic to the brand
- Meet deadlines
- Are consistently creative
- Can work with both tech and creative to accomplish goals

Responsibilities Include:

- Oversee external communication, messaging, email copy to our list
- Produce marketing angle and oversee copywriting for emails, paid traffic, funnels, pages, etc.
- Manage list building objectives organically and via paid traffic to meet monthly goals
- Performance tracking of paid traffic, sales made, social metrics, etc. daily (see below)
- Direct nurture and engagement content across all social media platforms in alignment with current offerings
- Funnel warm leads and generate new leads via organic and paid traffic for all conversion events
- Funnel warm leads and generate new leads via organic and paid traffic into Facebook community
- Together with VP of Sales oversee the nurturing of leads inside private Facebook groups to keep engaged and participating
- Together with VP of Sales train and manage marketing assistants on social messaging for group program prospects/ and general audience building
- List segmentation and maintaining maropost list health (unsubscribe, etc.)
- Oversee the Creation landing pages, funnels, marketing assets to drive company goals and metrics
- Co-manage + organize all launches and other conversion events with Launch Manager
- Co-direct content for all launches and other conversion events

Metrics Measured By:

- Budget and Revenue goals met for paid traffic
- List building and community building metrics met by week and by month
- Weekly social messaging + lead generation metrics met
- Consultations scheduled metrics met
- Sales dollars closed
- Performance of marketing assistants (social messaging metrics, consultations scheduled, dollars closed)

Tools and Technology Utilized by Director of Marketing:

- Hyros and Hubspot Tracking Softwares

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- Maropost
- CRM and email marketing software
- ClickFunnels, LeadPages, LeadDigits
- Acuity and Calendly scheduling tools
- Google Drive, Dropbox, etc. organization
- Uberconference, Zoom, Slack, Skype
- Facebook Ads Manager
- Social media platforms

This unique and dynamic, senior, full-time role is perfect for an individual who desires to work with a cutting-edge company ahead of practical marketing standards.

Candidates must have extensive experience in

- The digital marketing space,
- Real estate industry experience,
- Superior project management,
- Sales, and marketing skills to apply to both the online and offline space to increase awareness of key offers,
- Drive nurture and engagement campaigns to both cold and warm audiences and,
- Facilitate the close during and outside of conversion events.

To apply, please send your resume and a 1-minute video to: wendyh@orbitinvestments.com