



JOB DESCRIPTION

MARKETING ASSISTANT

Job title:

Marketing Assistant

Role summary

This role is responsible for the management of all Her Empire Builder marketing channels, execution and optimisations of Her Empire Builder funnels and strategising, implementing and managing marketing projects to assist the CEO implement strategy from concept to market release.

To grow, educate, and convert prospects into customers while safeguarding our brand standards.

We're looking for a lover of marketing who wants to grow their foundational skills in a real world fast paced environment - the online course world!

If you have a natural flair and a fabulous attitude towards work and growth, we'll teach you everything you need to know to become an absolute marketing rockstar in the online world. Her Empire Builder is at the forefront of online digital marketing strategies and developments and we are looking for someone who wants to be on the rocket and implement all of the ideas.

Reports to

Chief Executive Officer



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Responsibilities & Duties

Participate in Company's Marketing Strategy + Direction

Work closely with the CEO/Founder to collaborate on the direction Her Empire Builder 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 and refining a target audience for the company's products and services.
- Choosing which attributes or themes to emphasise in advertising.
- 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 optimising a cross-platform content strategy that supports Her Empire Builder's brand and CEO's thought leadership, driving awareness and traffic, and generating high-quality leads.

- Collaborate on 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
- Collaborate on with the CEO and then ensure implementation of the 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.
- Assist the podcast producer in maintaining the podcast schedule and guest management.
- Develop a QA process to avoid unnecessary errors, misspellings, broken links, etc.



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Strategise 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.
- Measure 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.
- 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 Her Empire Builder.

- 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 analyse data in order to hypothesise revenue-driving marketing tactics
- General design within Canva



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Key priorities

- Implementation of strategy
- 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
- Social media: Instagram, facebook, YouTube, LinkedIn + Pinterest
 - 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.



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Perks of Her Empire Builder – (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
- Planning retreat annually with whole team
- Opportunity to attend retreats and conferences

Remuneration

- \$65,000 – \$80,000 based on experience
- Plus 10.5% superannuation
- Plus co-working space membership in Sydney CBD or Central Coast, NSW as required.

