

DIRECTOR OF MARKETING

Full Job Description

Marketing Directors everywhere are digital leaders now, whether they are ready or not. What was once *run and grow* the business, is now *run and respond*.

In a world where we must now all be ready to work-from-home and lead-from-home, T&T Web Designing & Site Management Platform, a Branch of T&T CALGROUP, USA, enables high-growth, and high-scale companies to align on outcomes, measure results, coordinate actions, and better manage clients. Our Web Designing & Digital-Marketing coaching services drive fast success for our customers.

THE OPPORTUNITY

We are looking for a Director of Marketing to help us build a best-in-class in go-to-market web sites. You'll be responsible for accelerating the growth of our sales and marketing pipeline using:

- Account based sales and marketing initiatives against our list of target accounts
- Digital advertising campaigns that drive awareness and interest in T&T Web Designs services
- Events & general outreach to our prospective customers and customers you generate
- Lead nurturing and lifecycle communication
- No boundaries to your expansion efforts; you will oversee servicing the needs of customers on your account

This role presents a unique opportunity to own the growth marketing programs that have helped contribute to our exponential growth rate. You'll take what's working and what's not, and you'll scale our marketing programs to enable our business to seize its market opportunity in your assigned territory or territories.

We want a sales-driven leader who brings perspective of what a well-run B2B sales and marketing program looks like at scale. You'll take on the role of a player/coach with a small team to start and report to the Head of Growth in USA.

RESPONSIBILITIES

Our Marketing branch is looking for a Director of Marketing who can help us become #1 in the assigned region over the next 10 years. The ideal candidate is proactive, innovative and passionate about what our brand has to offer.

Applicants should be able to reach consumers through digital and traditional platforms and integrate marketing efforts across various departments, such as sales and marketing. The Marketing Director will be in the field often to meet the various players in our clientele chain and uncover the areas of difficulties clients encounter. Essential job tasks include developing marketing plans and devising out-of-the-box strategies for reaching consumers. If you have a history of problem-solving, innovative ideas and calculated risk-taking, we would love to hear from you.

COMING IN

- 7+ years of sales and marketing experience driving revenue growth for a standard organization or business
- 3+ years of management experience
- Expert in conventional sales and marketing operations, account-based marketing, campaign management, email marketing, event promotion, and lead nurturing for a B2B company

QUALIFICATIONS & SKILLS

- Bachelor's degree in marketing, business, customer relations or a related field. Masters or higher degree preferred.
- Minimum of three years of sales or marketing experience
- Ability to present concepts in new ways and from new perspectives
- Well-versed in using SEO and social media strategies to attract clients
- Leadership of 10-person team
- Prepare and submit regular updates to CEO

YOU'LL BE SUPER SKILLED AND EFFECTIVE AT

- Marketing, planning, and executing account-based marketing campaigns
- Developing and optimizing lead nurture streams personalized by industry and buyer persona
- Creating and executing digital events including webinars/Zoom meetings, executive briefings and meetups
- Communications with prospective customers that drives interest, urgency and conversions.
- Understanding, analyzing, and identifying opportunities to improve the buyer journey across marketing programs
- Collaborating with Sales, Customer Success and Product leadership
- Working with brand and creative teams to design successful advertising campaigns

WITHIN ONE MONTH YOU'LL

- Attend our zoom new-hire immersion training to build a deep understanding of our buyers, their pain points, our solution offering and how we work well as a team
- Attend the T&T CALGROUP operations program to gain a deep understanding of the Strategic Marketing Methodology (SMM) and its relevance in helping site owners achieve their growth plans
- Establish a deep understanding of our existing cloud marketing strategy, digital advertising strategy, virtual events and lead communication process

WITHIN THREE MONTHS YOU'LL

- Collaborate with our Sales Enablement Team (SET) to make their sales tactics and messaging more successful
- Develop personalized lead nurture campaigns
- Lead and execute outreach campaigns and events to drive awareness and interest in T&T CALGROUP services
- Own our account-based marketing strategy

WITHIN SIX MONTHS YOU'LL

- Build a programmatic process to executing account-based marketing
- Scale and manage a high-performance marketing programs team
- Be a trusted core leader for T&T CALGROUP's demand generation engine

THE TEAM

You will join one of the smartest go-to-market leadership teams ever assembled to build and amplify product marketing. We are remarkably engaged with our customers, so you'll have immediate access to their insights and voices. Everyone on the team is striving to improve the value and quality of experience we provide customers by delivering at our best and being voracious learners. We are an incredibly supportive team, with powerhouse creative and production team members who quickly bring marketing ideas to life.

We are excited about a lot of things—what "best" looks like for our customers, what "breakthrough" looks like in product—and we share these passions across the company and with our customers. We host marketing webinars with customers, which they affectionately named BreeZe!

OUR VALUES – WE LIVE BY THE 4 Hs

Humble experts ~ **Hungry** for the opportunity ~ Intellectually **honest**
~ Operating as one **happy** team

COMPENSATION PLAN

Applies only when the customers you brought are current with their payment plan with our company.

- First 40 customers you bring: 10% of the package price of paying customers (i.e. customers who have signed and paying for our web designing services that you directly signed to our company).
- The compensation will increase to 15% of the package price of paying customers on your 41st Customer up to the 40th customer.
- The compensation will increase to 30% of the package price of paying customers on your 50th customer.
- Above 50 customers, you will be promoted to Senior Director on a monthly salary

If your client closes his or account, the director in charge of that account loses the percentage allocated to the account. This is a multi-level marketing system: meaning you can engage third party service under your account.

BENEFITS

- Travel allowance of N20,000 for Nigerian Directors

TARGET

500 PAYING CUSTOMERS WITHIN 6 MONTHS

THE T&T WEB DESIGNING STORY

T&T Web Designing & Site Management Service provides a powerful, modern websites results platform to help companies achieve their growth plans. Unlike most enterprise web designing businesses, our solution is important to every employee, so we strive to set the high bar for capabilities that delight and enable everyone to be more successful at work. T&T Web Designing & Site Management Services is strategic to companies and personally relevant to the people that work in them.

We are proud to be an equal opportunity workplace committed to building a team culture that celebrates learning, diversity and inclusion. If you're hungry to grow your skills while growing a company, your sense of urgency matches the size of our market opportunity, and you value and enable teammates' contributions, then come join us!



Branding, Marketing & Site Management Services

www.ttwebdesigning.com

APPLY WITH YOUR RESUME ASAP:

thaddaeus@comcast.net or Thaddaeus0315@gmail.com

Important Notice: *Do not mail your resume, our offices are on lockdown because of the COVID-19.*

WE WILL SCHEDULE AN INTERVIEW WITH YOU TO BETTER KNOW YOUR POTENTIALS AND DISCUSS THE POSITION IN DETAIL UPON RECEIVING YOUR RESUME.

Human Resources Department

T&T Web Designing & Site Management Services

Silicon Valley, USA

www.ttwebdesigning.com

