



FOOTTRAFFIC™

Project Manager - Marketing Department

Job Description

Position:	Project Manager - Marketing Department
Department:	Growth & Marketing
Reports To:	Stacy Tuschl; CEO
Job Type:	FT Employee, Salaried

Position Overview

Foot Traffic - a High-Performance Coaching & Business Mentorship company - is currently looking for an ambitious and experienced Project Manager for our Marketing Division, with the opportunity for Director-level advancement, who will oversee the entire marketing department and play a key role in planning the marketing for Foot Traffic's projects.

You are perfect for this role if you are experienced in leading all aspects of modern marketing- the people, performance and processes that will grow the brand to new heights. Foot Traffic is ahead of practical marketing standards, and so are you. You are constantly learning new techniques in the marketing space because you embody a growth mindset.

Your background consists of a combination of hands-on marketing experience where you were deep in the doing. To this day, you exemplify the "no-task-is-too-small" mentality. You are able to get your hands dirty with the "doing," but a true passion of yours is Project Management. You know a marketing department cannot be successful without a true leader who manages projects and deadlines for the team. That is you!

You also have experience with long-term strategic thinking. Some may call you, "an ideas person." In this role, you'll have the opportunity to strategize new ideas with Stacy. Then, you'll take that vision and implement it with the team. In addition to that, you can't help yourself, you find yourself bouncing ideas off of everyone. You might spend an hour or two with the Social Media Strategist to come up with a brilliant content strategy that will coincide with the next product launch.

As the Project Manager in the Marketing Department , you will be directly responsible to build on the existing and strong foundation, and take it to new heights. You will answer the questions: how do we do more of what is working? And how do we do less of what isn't working? This is not an entry level role; Project Management in a Marketing Department is preferred, Project Management experience with a minimum of 2+ years is a requirement.

Responsibilities :

The Project Manager - Marketing Department is responsible for Foot Traffic's marketing and communications strategies, as well as overall branding and image. You must prepare annual marketing plans, create a calendar of campaigns and events, set the marketing budget and analyze the market and competitors.

Key Responsibilities:

- **Strong project management and people management:** You will oversee the marketing department and guide its day-to-day operations, so you'll be recruiting, supervising and mentoring members of the marketing team.
- **Leadership and influencing:** The role of a Project Manager in our Marketing Department is a creative one, so it's crucial that you present yourself as a good communicator. You will report directly to the CEO and portray your vision and ideas to the executive team. You will also be leading and directing the work of others. Being a Project Manager in the Marketing Department also involves constant networking and representing your company to outsiders.
- **Data analysis:** The role calls for continual analysis of market trends and the positioning of competitors. This analysis provides the foundation for marketing strategies. Much of this analysis is done by drilling down into data around customer behavior and experiences, so you need to be up to speed on these techniques.

Tasks and Projects Associated with the Role:

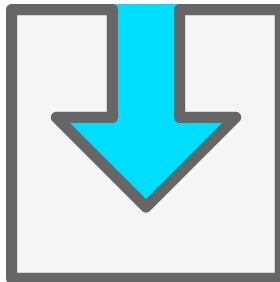
- Plan and execute a marketing strategy for the company and for new and existing products or services
- Oversee the implementation of the marketing strategy
- Oversee the copy for all emails, paid traffic, funnels, pages, etc
- Develop a brand strategy
- Guide the day-to-day activities of the marketing team
- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary
- Maintain communication with the sales team to ensure we're using the most efficient and proper platforms.
- Oversee the company's social media presence: ensure the Social Media Strategist is engaging and consistent in increasing the company's social media presence.
- Strategize new ideas for growth including but not limited to social media, funnels, list building objectives, and website
- Report on the effectiveness of organic marketing campaigns using predetermined KPIs (revenue, traffic and conversion)
- Identify new business opportunities
- Conduct market research studies
- Manage and maintain relationships with contractors: graphic designers, copywriters and VAs
- Hire, manage and train those in the Marketing department
- Co-manage & organize all launches and conversion events with CEO and Launch Manager
- Co-direct content for all launches and other conversion events
- Run Daily team meetings
- Podcast growth and development
- All content development - ensure that process is executed by the team

- Managing all VA requests
- Work alongside the sales team to increase efficiency in processes and systems

Requirements:

This position is for a person that meets the following:

- Minimum of 2 years of experience as a Project Manager, preferably in a Marketing Department
- You've worked in the online education space, ideally on course launches.
- You're passionate about marketing entrepreneurship
- Detail-oriented
- Highly organized
- Good at staying on top of a growing to-do list
- You have excellent oral and written communication skills
- You're a people person and you love supporting others
- You're happy doing high-level projects as well as day-to-day administrative work (there will be a mix of both)
- You're comfortable working autonomously and making decisions
- You have a growth mindset and consider yourself to be a lifelong learner
- Ready to lead a team while being a team player. You have no ego and you're not scared to dive in and get dirty with some hands-on work.
- Reliable internet connection
- Reliable and distraction-free work environment



TO BE CONSIDERED FOR THIS POSITION:

Email your updated resume to Lori@stacytuschl.com

Make sure to provide your Name and Contact information in your email.

Click [HERE](#) to complete the Predictable Success Quiz and send a screenshot of your results to Lori@stacytuschl.com