

# CONTENT MARKETING DIRECTOR



LITTLE BIRD MARKETING



## **Content Marketing Director**

Direct Report – Chief Revenue Officer

### **Employee Standards**

Working at Little Bird Marketing is only for those who are willing to self-reflect and excited about personal growth throughout their career. All employees demonstrate their passion for making an impact both internally in the quality of co-worker relationships, and externally as we serve our clients honestly and accurately. All employees manage their tasks with a mindfulness with the proper use of company resources.

### **Position Summary**

A Content Marketing Director (CMD) is a professional ideally with at least 7 years of digital marketing, writing, project and client management experience. They have worked within a team to deliver on contracted expectations and understand how to effectively structure and efficiently deliver on details within multiple content projects. This position carries the responsibilities of four essential functions as outlined in categories of Content Team Quality Assurance, Content Management, Client Management and Project Management. On the whole, this person is responsible for initiating, delegating and executing project work objectives for clients and making revisions as appropriate to meet changing needs in order to reach client goals. They work closely with the CRO to ensure proper compliance with policy, productivity and work standards.

Day to day, a Content Marketing Director is responsible for the quality of the output of the Content Team. Proofreading skills are at the top of these responsibilities. They provide guidance on business strategy, alignment with SOAR and other content systems, and proactively manage the assignments of the Content team. The CMD is a resource for the content team, a direct help to all account leads and accountable to clients as needed. The CMD is proactive in their own professional development and ongoing industry learning.





## Essential Functions

### Content Team Quality Assurance

- Attends initial content team applicant interviews as requested by the Leadership Team and evaluates job readiness for potential team members.
- Maintains the highest level of knowledge and ongoing learning on all tools in company use including expertise in HubSpot specifically.
- Maintains SOP for reporting and client-facing communications, looking for continuous improvement from all team members.
- Alerts the Leadership Team to ongoing training or retraining needs for all direct reports within the Content Team.
- Provides or initiates ongoing training and oversight of development gaps in all Content Team members.
- Maintains active communication with internal team members and departments to ensure excellence in the client onboarding process or with the addition of new projects for existing clients.
- Provides insightful feedback about workload capacity.
- Proactively communicates potential client issues to leadership.

### Content Management

- Brainstorms new campaigns as needed.
- Authors, sources or assigns content creation for freemiums, blogs, emails, and social media.
- Provides critical final content review and proofreading as necessary.
- Publishes or delegates scheduling of content with proper use of company and client tech stack.
- Assigns asset creation to appropriate team members.
- Stays current with client assets both past and present as a content resource.
- Periodically spot checks work for overall brand cohesion.



## Client Management

- Oversees client introduction process (both client to company and client to employees).
- Plans and manages onboarding sessions for determined client lead.
- Runs strategy meetings to identify personas, UVPs, and overall goal identification for clients.
- Translates client goals into plans of action that drive immediate value and long term ROI.
- Takes key strategies from client onboarding sessions and translates them into project outlines, blog titles, social categories, email topics, topic cluster creation, blog title tags and more.
- Sets and manages client's expectations.
- Schedules necessary team members for ongoing client meetings.
- Develops lasting relationships with client personnel that foster client ties.
- Proactively identifies opportunities to increase client satisfaction and new business opportunities to share with management team for feedback.
- Evaluates alternative business solutions to address emerging needs.
- Works with admin staff to build a knowledge base of each client's business, organization and objectives.
- Develops customized HubSpot platforms, tools and dashboards for clients within and beyond current SOPs.

## Project Management

- Identifies resources needed and assigns responsibilities both within the team and to vendors as needed.
- Sources creative brief for all new projects and documents project details via Trello verifying templates and new checklists are properly used.
- Manages day-to-day operational aspects of projects as needed.
- Leads internal teams to accomplish client goals in a timely manner (graphic brainstorming, content direction, web updates, etc.).
- Creates client Trello boards and amends them as necessary to scope of work.
- Operates as client lead as assigned.
- Critically reviews deliverables prepared by team before passing to client.
- Ensures project documents are complete, current, and stored appropriately.
- Requests quotes as needed with input from internal team.



## Qualifications/Characteristics Required for Success

- **Accountable** - Ability to accept responsibility and account for his/her actions.
- **Self-Aware** – Ability to reflect on one's own actions and repercussions to create the most positive work environment possible.
- **Accurate** - Ability to perform work accurately and thoroughly, including math calculations, spelling and grammar.
- **Detail Oriented** - Ability to pay attention to the minute details of a project or task.
- **Enthusiastic** - Desire to learn and adapt to current methodology and technology.
- **Ethical** - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- **Honest** - Ability to be truthful and be seen as credible in the workplace – upholding the highest standards for integrity.
- **Loyal** - The trait of feeling a duty to the employer, fellow co-workers and clients alike.
- **Organized** - Possessing the trait of being organized including creating organization when needed or following a systematic method of performing a task.
- **Reliable** - The trait of being dependable and trustworthy.
- **Teachable** - The ability to handle one's emotions properly to receive constructive criticism and learn from others.
- **Responsible** - Ability to be held accountable or answerable for one's conduct and work product.
- **Strong Communicator** - Ability to communicate effectively with others using the spoken and written word.
- **Great Time Management** - Ability to organize and complete work within given deadlines.
- **Works Well Under Pressure** - Ability to complete assigned tasks under stressful situations.

## Certifications

Must be HubSpot Inbound certified within 30 days.

Must be HubSpot Marketing Software certified within 60 days.

Must be HubSpot Content Marketing certified within 90 days.

**At Little Bird Marketing, we take our core values seriously. They are as follows:**





# care DEEPLY





LITTLE BIRD MARKETING  
CORE VALUE #2

# finish STRONG

(GET SHIT DONE!)



LITTLE BIRD MARKETING  
CORE VALUE #3

# stay GOLD

(BE THE SHIT!)





LITTLE BIRD MARKETING  
CORE VALUE #4

be  
TRUE

(DON'T TALK SHIT!)