



Position: Marketing Director

About Organize To Scale™

<http://www.organizetoscale.com>

Organize To Scale™ helps real estate syndicators and content creators get way more done with way less headache.

We accomplish this by building strong processes and teams around their vision, mission, and values so that their business can scale without breaking the bank, losing precious time, delaying execution, and frustrating the hell out of everyone, including their spouse. ;-)

Operational chaos ... Inadequate processes ... Wrong People in the Wrong Seats ... Not enough time ... the list goes on! BUT, this all is a thing of the past for our clients!

Our passion is empowering mission-driven leaders to thrive in their Sweet Spot! Freeing them up to spend their energy and focus building strategic relationships, generating leads, creating content, closing sales, and doing deals.

We do this by leading, managing and holding accountable the team THEY need to scale their business.

Position Summary:

Reports to: Chief Executive Officer

The successful Marketing Director leads and drives the marketing team in creating and optimizing marketing strategies for internal and external partners. Oversee and approve marketing plans while measuring success and overall effectiveness. Dial in to each brand's voice and style in order to achieve successful and effective marketing awareness.

Job Responsibilities:

- Provide training, support, mentoring, and guidance to marketing staff and third-party staffing resources while upholding OTS standards and methodologies
- Maintain appropriate staffing levels utilizing temporary third-party labor sources to efficiently complete project tasks as necessary
- Ensure timely completion of tasks while maintaining the OTS standard
- Adopt the voice and style of each brand while carrying out their vision for scaling their companies
- Measure and report utilization rates, billing details and payroll expenses to manage capacity, control waste and ensure profitability
- Facilitate weekly, monthly, quarterly, and annual meetings and reviews as required

- Act as a backup to the team by completing tasks during low staffing periods as required
- Create weekly, monthly, quarterly, and annual reports for leadership and business decision purposes
- Create and oversee Staci Gray and Organize to Scale™ marketing campaigns, social media, and public appearances
- Perform any additional tasks as required by OTS and its clients

Qualifications:

- Experience managing third-party vendors
- Understanding of marketing budget controls, forecasting and variable staffing models
- Ability to develop reports utilizing Excel or other reporting tools
- Proven ability to lead and coach remote teams
- Experience with marketing products and services across various platforms
- Experience using analytics, keywords, and SEO optimization
- Ability to create websites using WordPress and other web platforms
- Experience with photo and video editing and production
- Website coding experience preferred but not required
- Experience working with Canva, Adobe, G-Suite, Microsoft Office, and other platforms
- Ability to work independently and thrive in a fast-paced environment
- Excellent communication skills, both written and verbal
- Excellent time management and multi-tasking skills
- Use critical thinking skills to identify alternative solutions, conclusions or approaches to problems
- Start-up experience required

Personal Attributes:

- Achievement driven with a strong sense of urgency
- Motivated and goal driven with a positive attitude
- Strategic problem solver who takes initiative
- Comfortable in a fast paced environment with changing priorities
- Proactive and strategic thinker
- Ability to lead self and others with trust and transparency

Location:

This position is 100% remote with occasional travel for company events.

Compensation:

Organize to Scale offers a competitive wage as a 1099 contractor with potential for bonus compensation.