



MARKETING & CONTENT STRATEGIST

Are you a driven and multi-talented individual in the marketing space that still loves to do a bit of everything? Are you desiring a leadership opportunity to build and grow a developing entrepreneurial organization to a \$10MM+ internationally recognized brand?

TITLE

Marketing & Content Strategist - Directly reporting to CEO Patrick Metzger

SUMMARY

A newly developed role, the Marketing & Content Strategist at The Greenhouse will own and drive our overall marketing and content strategy and creation, leading to massive company growth through enhancing our brand and visibility on a regional and national level.

ABOUT THE GREENHOUSE

The Greenhouse, headquartered in West Fargo, ND, is a fast-growing professional coaching and consulting company that focuses on professional and personal growth for organizations, teams and individuals.

We specialize in assisting businesses and individuals through providing solutions at every stage of business - from startups to exit/succession. We offer coaching, consulting, training and workshops around the country and virtually.

We are an EOS-run company, and our client avatar is business owners, high-level professionals and executive leadership teams and members.

OUR CORE VALUES

Community | Greater Good | Grow or Die | Authentic Humility | True Execution

OUR CORE FOCUS

Growing Businesses & People To The Next Stage

LOCATION

West Fargo, ND

HOURS

Full-Time, 40 hrs/wk

SALARY

\$50,000+ DOE



ATTRIBUTES

Open, Honest & Transparent - I would thrive in being part of a high-performance mindset team that is very open and transparent in their communication style and believes in sharpening each other professionally and personally.

High Performance Drive & Mindset - I know there's always a way to improve and am never satisfied with mediocre work. Going above and beyond is the only way I know how to accomplish tasks personally and professionally.

Creative & Inquisitive - I'm an information sponge and a talent that loves to learn about and perfect my trade and how to enhance my skills and myself, taking the initiative to run with a new idea without waiting for direction.

Organized & High Attention to Detail - As I enjoy balancing multiple tasks and duties, I'm also great at compartmentalizing, prioritizing and making sure the little things are never overlooked.

Team Player - I work well with a strong team-focused approach that embraces the importance of the whole over any individual's contributions.

Fun-Loving - I do well in a high-performance and goal-driven environment, but also one that has a very relaxed and fun environment where we regularly joke around and laugh about life and ourselves on a regular basis.

Flexible & Adaptable - I'm able to effectively work with the mental mindset of being ready to pivot, flex and adapt quickly around strategy, demands, etc.

Growth Mindset - I have a growth-focused mindset and know that I will fail at times, but I know how to pick myself up again in order to figure out how to be successful.

Authentic & Genuine - I'm a personality that is vulnerable and opens up to people fairly quickly. I say what I mean and mean what I say. I'm never afraid to be yourself.

Positive Vibes & Energy - I have a great energy about myself and feed off others' energy. I don't want to sit in an office all day by myself and work. I like changes of pace, variation and bouncing ideas off my team.

Massive Accountability - I don't make excuses. I get things done. When things don't turn out for the best, I look in the mirror first to see what I could have done better or more effectively.

Tech Savvy - I love technology and enjoy figuring out how to make things work. I'm also a very fast learner around all things technology-related.



YOUR SEAT RESPONSIBILITIES

Own & Drive Overall Marketing Strategy & Content Creation - We need an individual that loves the high-level strategy piece, but also has a desire to work in the weeds as our company grows. We see this role eventually overseeing a team.

Grow the Brand - Enhance and grow our brand on a regional and national level.

Graphic Design - Create social media posts and graphics, marketing collateral such as 1-sheeters, online events, etc.

Manage Social Media Channels - Post content, respond to messages, optimize lead generation through our channels. Manage social media advertising, including Google and YouTube advertising also.

Email & Social Media Newsletters - Build out and manage newsletter strategy and content.

Own Marketing Funnel - Develop an effective marketing funnel to drive traffic and convert leads.

PR/Advertising/Sponsorships - Find opportunities to enhance our brand and visibility that results in greater community impact and company revenue.

Marketing Events - Develop strategies, content and advertising for in-person and virtual events. Work in tandem with our Director of Operations to plan events.

Video Content & Editing - Responsible for setting up very basic video shoots and video editing.

Basic Website Oversight - Posting and updating blogs, events and basic website content.

Content & Copy - Writing and helping our team develop relevant content around our industry and expertise.

Marketing POC - Be our point of contact for our outsourced marketing resources - video production company, SEO, etc.



SOFTWARE/TECHNOLOGY/PLATFORMS

- LinkedIn
- Facebook/Meta
- Instagram
- Alignable
- YouTube
- Google Business & Ads
- Canva
- Mailchimp
- Monday.com
- Wordpress
- Hubspot
- Basic video editing software (TBD)

WHAT SUCCESS LOOKS LIKE FOR THIS ROLE

You come into this role excited and ready to attack multiple items and use your experience to make an immediate impact. You're quick to look at our current marketing efforts and strategies, assessing the effectiveness to determine best next steps. In the meantime, you're jumping right in with content creation and making immediate improvements.

You begin to lay out high-level strategy and quickly work into the details and weeds of it all, taking over responsibilities quickly and effectively.

Our brand becomes cleaner, sharper and more professional, leading to greater reach and visibility. People start to say to us *Your brand has really taken on a new, higher level and appearance! I'm really enjoying your new content, look and style.*

Within months of you starting, we're starting to see a more steady stream of leads resulting in higher revenue and greater opportunities for growth.

Our growing and thriving team hits a point where our success leads to hiring a team member that reports to you and does more of the detailed day-to-day work, leaving you to focus more on higher level vision, strategy and big items.

ETC.

Must be at least 18 years old and eligible to work in the United States

Email Resume to

patrick@growing4success.com