

We are looking to hire a motivated and dynamic individual for the position outlined in this document. If you are interested in applying for this position please send a cover letter and resume to:

Leslie T. White
Director of Administration

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For more information on our firm please visit our web site at: www.whitehouselc.com

Managerial Position Contract for: Marketing Department

Position Title: Marketing & Communications Director

Manager's Position: Managing Director

Result Statement
This position is accountable for producing the following result: To acquire long-term, quality clients for the firm through the implementation, management and optimization of marketing and communications systems. To implement regular communications with existing and prospective firm clients.

Work Listing

Strategic Work

1. To work with the managing director to implement, manage and optimize strategic marketing & communications systems for the firm.
2. To implement, manage and optimize lead generation and conversion strategies for the firm.
3. To implement, manage and optimize the client and prospective client communications systems of the firm including electronic, physical, phone and workshop / seminars.
4. To implement, manage and optimize internet and social media firm systems and strategies.

Work Listing

Tactical Work

1. To implement firm marketing and client / prospective client communications systems.
2. To maintain and optimize the firm's Contact Management System.
3. To report progress of all work to the Managing Director at least on a weekly basis.
4. To develop and adhere to the firm's marketing and communications budget.
5. To participate in firm meetings and discussions.
6. To organize client and prospective client workshops, events and seminars.
7. To create, write and optimize the firms marketing and communications systems.
8. To implement regular client and prospective client contact and communications via electronic, physical, phone, workshops, events and seminars.
9. To interface with our Website and Search Engine Optimization (SEO) firm to implement marketing and communications systems.

Standards

Position Specific

1. Weekly communications of specific contacts made and systems created / worked on with the Managing Director
2. To manage and implement Horseshmouth marketing systems and campaigns.
3. To keep the firms' Contact Management System organized and up to date.
4. To schedule one new qualified prospect meeting for the Managing Director per week.
5. To contact existing and prospective firm clients based on the Contact Management System schedule by electronic, physical and phone.
6. To ensure that all monthly newsletters completed and sent on a timely basis.
7. To manage all trade shows
8. To manage the implementation and maintenance of the firm's Internet presence and marketing materials
9. To send out regular communications to clients and prospects.
10. To ensure that the firm is always in supply of marketing materials including: Book making materials, folders, brochures, pens, letter openers and any other marketing materials we may use in the future.
11. To ensure that educational articles are being written and submitted on a monthly basis.
12. To develop and implement regular (at least 2 annually) workshops, events and seminars.
13. Develop, document and implement the Firms' marketing and communications systems.
14. Track and report the number of existing and new qualified prospective clients contacted regularly
15. Track and report the number of prospective qualified client leads converted to clients.
16. A high level of competence with computer applications including but not limited to Microsoft Office products and Contact Management Systems

Standards

Companywide

1. All work will be performed in accordance with all government laws, regulations, ordinances, and court rulings in those jurisdictions in which the company operates.
2. All work will be documented in the firm's systems and manuals. The information included in the firm's systems and manuals is proprietary
3. All work will be performed according to company policies and standards inherent in all position contracts, system action plans, employee manuals, ongoing policy memoranda, and facilities and dress codes.
4. Client and company information will be held as strictly confidential outside the company.
5. All telephone calls, both internal and external, will be returned within one business day and within two hours whenever possible.
6. Manager will be notified in an exception report of any issues to be resolved or deadlines that cannot be met by reporting person, prior to the due date.
7. All innovation will be quantified, tested, and improved, then documented for routine implementation (i.e. well orchestrated once proven).
8. Problems with any system must be brought to the attention of manager in an exception report so the system can be improved, within the structure of the operations manual.
9. All policy memoranda indicating changes in policy and/or procedure will be stored in each employee's operations manual, until the time an updated procedure is provided.
10. Employees will provide staff assistance as requested; each employee may be asked from time to time to cover other areas of accountability and/or departments.
11. All business communications, whether verbal, visual, or written, whether for internal or external use, will be professional in tone and content and in accordance with applicable and existing company policies and standards.
12. Employees will respect each other's time, space and need for concentration. Socializing and interruptions must not impede workflow.
13. Employees will have weekly, regularly-scheduled meetings with their manager.
14. Employees are encouraged to recommend ideas for the improvement of their department and position that are consistent with the company's Strategic Objective.