

CHIEF MARKETING OFFICER (CMO)

Role Overview:

The Chief Marketing Officer (CMO) at 19society.com is a pivotal executive responsible for leading the company's comprehensive marketing efforts. This role is integral in driving brand awareness, customer acquisition, and revenue growth through strategic marketing initiatives across multiple channels.

Responsibilities:

Marketing Strategy:

- Develop and execute comprehensive marketing strategies to achieve business goals and drive revenue growth.
- Stay abreast of market trends and consumer behavior to maintain competitiveness and innovation.
- Collaborate with other departments to align marketing efforts with overall business objectives.

Campaign Management:

- Lead the planning, execution, and optimization of multi-channel marketing campaigns, including digital, traditional, and grassroots efforts.
- Oversee the placement of advertisements, including classifieds, ensuring engaging and targeted messaging to maximize audience engagement.
- Draft compelling ad copy and coordinate the production of creative assets to support marketing campaigns.

Multi-Channel Marketing:

- Implement and oversee marketing across various channels including social media, text messaging, email marketing, and other digital platforms.
- Develop strategies to effectively reach and engage target audiences through diverse marketing channels.

Performance Analysis:

- Implement robust analytics to measure the performance of marketing campaigns and initiatives.
- Monitor key performance indicators (KPIs) and metrics to evaluate campaign effectiveness and ROI.
- Continuously optimize campaigns based on data-driven insights to improve performance and maximize efficiency.

Budget Management:

- Manage the marketing budget effectively, including allocating funds for ad spend and promotional activities across different channels.
- Ensure efficient use of resources while maintaining a focus on ROI and cost-effectiveness.

Team Leadership:

- Lead and mentor the marketing team, fostering a culture of creativity, innovation, and collaboration.
- Conduct regular performance reviews and provide feedback to team members to drive professional growth and development.

Strategic Planning:

- Work closely with the CEO and other executives to align marketing strategies with the company's overall strategic objectives.
- Drive brand positioning and messaging to differentiate 19society.com in the market and enhance brand equity.

Qualifications:**Experience:**

- Proven track record in senior marketing roles, preferably within the digital or entertainment industry.
- Demonstrated success in developing and executing impactful marketing strategies across diverse channels.

Skills:

- Strong leadership, communication, and interpersonal skills.
- Exceptional analytical abilities with a data-driven approach to decision-making.
- Creative thinking and problem-solving capabilities.

Knowledge:

- Deep understanding of digital marketing channels, trends, and best practices.
- Familiarity with advertising platforms and tools, including SEO, SEM, social media, email marketing, and classified advertisements.

Compensation Plan:

- The CMO will be compensated with a competitive salary and performance-based bonuses tied to achieving marketing KPIs.
- Opportunities for equity participation and additional incentives based on company growth and performance.

Performance-Based Equity:

- Equity compensation is linked to the success and growth of marketing initiatives.
- Annual Performance Review: Performance and compensation will be reviewed annually, with adjustments based on achieving predefined KPIs and strategic objectives.