

## RISE, LLC

Job Title: Chief Marketing Officer

Date: 2014

Company: RISE, LLC

Location: Buffalo, NY

Industries: Professional Development

Job Type: Full Time

Reports To: Chief Executive Officer

Dept: Marketing

### *Job Definition and General Description:*

As Chief Marketing Officer, candidates will be expected to successfully lead a team and oversee all marketing initiatives. The CMO will have many roles and should be able to balance the responsibilities and pressure accompanied by the position's duties. Ideal candidates will be very knowledgeable on marketing strategies and have the ability to effectively convey various messages.

### *Reporting Relationships:*

As a member of the executive board, the Chief Marketing Officer is the Director of the Marketing Department at RISE, LLC. He or she reports to the Chief Executive Officer. Three staff members currently report directly to the CMO including: Brand Marketing Specialist, Social Media/ Public Relations Specialist, and Advertising/Product Manager.

### *Duties And Responsibilities:*

The Chief Marketing Officer is responsible for overseeing the entire Marketing Department at RISE, LLC. He or she will work directly with the other members of the executive board as well as his or her marketing team. All marketing initiatives will be approved through the CMO. The Chief Marketing Officer will directly oversee product development, creative design/advertising and promotions, message distribution (verbally, online, and in print), and market research.

The overarching goal of the marketing department, and therefore direct responsibility of the CMO, is to communicate the overall purpose of RISE to the general public, thus facilitating growth and maintaining elite status among professional development training centers. Responsibilities for the CMO include, but are not limited to:

- Properly implementing and managing the marketing budget. He or she will work directly with the Chief Financial Officer on financial aspects related to marketing in order to most effectively execute new marketing initiatives (15%)
- Developing and heavily enforcing a strategic marketing work plan (layout of projects, completion dates, progress, assignments, and goals) for the year (15%)
- Overseeing and assisting all members of the marketing team (Brand Marketing Specialist, Social Media/ Public Relations Specialist, and Advertising/ Product Manager) with various projects and issues should they arise (25%)
- Implementing research findings into new marketing initiatives with the help of his or her team (15%)
- Approving any and all marketing materials including print and online messages (10%)
- Teaching seminars, certification courses, team building programs, and other provided services (20%)

*Position Requirements:*

Ideal candidates must display the following skills/abilities:

- Ability to lead and inspire a team
- Excellent communication and interpersonal skills
- Critical thinking and decision making skills
- Ability to handle pressure and meet/enforce strict deadlines
- Advanced knowledge of marketing strategies
- Ability to inform, persuade, and defend a message
- Knowledge of brand development, market research, social media platforms, public relations, and advertising
- Passion for the services provided by RISE, LLC

Education and Experience:

- Master's degree in Marketing, Business, or a related field
- Extensive experience in the marketing field is preferred

Additional Information:

- The Chief Marketing Officer will complete a 40 hour work week
- Beginning salary is \$60,000 given through bi-weekly paychecks with a 5% increase each year

*Application Process*

If you are qualified and interested in this position, please send a cover letter and resume to [RISEjcs@gmail.com](mailto:RISEjcs@gmail.com).