

World Class Marketing & PR Manager

Good news – we are hiring - and we are bloody excited about it!

We are a small team with a big mission and we need someone (hopefully you) to help us kick it into a higher gear. Firstly, you need to know what we are all about—read on and we can tell you about the superstar we are looking for and the role you'll be responsible for.

What We Do

The work we do matters.

In short that work is helping business owners to play a bigger game, build great businesses and do it all without sacrificing their life for it. Another way of looking at it is: we grow business owners who in turn grow great companies. Great companies are growth oriented, profitable, have great people, have strong and healthy cultures and add value back to society in a way that makes the world a better place.

That might sound a little altruistic, but we don't care, it's what we do and we know it matters.

Our company is growing and we need to add to the team to keep our momentum going—that's where you may come in.

Working With Us

We are a core team of two, with two others supporting us in contracting roles—and we are spread all over the world. With that said, I (Jamie and owner of the company) am located in Pottsville NSW and would prefer you to be somewhat local.

We are a highly autonomous team who take our work seriously but don't take ourselves too seriously. We look after each other and we do what it takes to get the job done. On the flip side we all have interests outside of work and understand the value of balance.

We rely heavily on technology. We use Google apps, Slack, Trello, CRM and all sorts of other cool toys that allow for better workflow. You need to be comfortable (and competent) with all that ... otherwise you may as well move on to the next ad 😊

We invest in ourselves. One of our core values is 'responsibility'. We believe we are the creators of our results (all of them ... not just the good ones) so we work on ourselves to become better and become ... more. That is a cornerstone and non-negotiable

While we work to a plan, we are far from perfect. We (meaning I) often take on too much and have been known to change focus too often. These are constraints we are aware of and are committed to working on. Be prepared.

About You

You are a person who thrives on making things happen. You are strategic and intentional. Once you are clear on the direction to take, you pursue it with dogged tenacity. You are an influencer and persuader and love to chase down an opportunity.

You are a strong communicator who is very comfortable picking up the phone and building rapport with clients, alliance partners and prospects. You are versatile and responsive and are not fazed by a random curve ball.

You have a history in marketing and sales (in professional services preferably) and you understand the balance between building a brand and generating measurable results.

People enjoy being around you because of your charismatic, caring and positive nature. You like to have fun and are supported by a strong social network.

Your Role

You will be the lead creator and owner of our marketing plan and calendar. You will be responsible for its execution, measurement and results.

Your activities will vary from, but not limited to, creating and issuing press releases, sourcing speaking opportunities, managing our social media presence, developing and maintaining alliance partnerships and leading direct mail campaigns. You will always be on the lookout for opportunities we can leverage to gain marketing exposure.

You may help oversee and manage the early stages of our sales process. You'll be responsible for keeping our database current and ensuring we nurture our contacts as appropriate.

Initially the role requires four days per week. It may change depending on your needs and ours.

Your typical week will be 70% following a plan and 30% responding to current conditions ... whatever they may be.

You will be working mostly autonomously. We are a very flexible company and focus on output vs. input. While we have an office presence in Kingscliff NSW, we (I) am rarely there. I work where I am, which can be anywhere. How this will work once you are onboard we can discuss further.

Next Steps

So you're still reading - that can only mean one of two things:

1. You're reading for amusement but there is no way you're going to apply ...
In that case, I'm glad we've entertained you, and maybe you know someone else who *is* a good fit?
2. You feel this role could be the one for you. If that's you, here's what you need to do:

We'd like you to tell us a bit about you ... and not through your CV. Sure you can include your CV if you like but we'd like to know the real you and why you think you were made for this role.

You can present that information however you feel is appropriate for the role you are applying.

Email your application to careers@salesup.com.au, and from there you'll hear about the next steps. Thanks for applying and we look forward to connecting with you soon.