

## SUCCESSWISE MARKETING COACH

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We're seeking a hard-working, detail-oriented professional that has experience in marketing consulting, client management, and business systems to work with our extraordinary team at Successwise.

As a freelance marketing and business coach at Successwise, you'll have the opportunity to work with and coach our amazing clients (business owners and their teams from various industries around the world).

Business owners come to Successwise because they are frustrated with the increasingly complex and noisy world of marketing. They know marketing needs to happen for business growth but have yet to find their own path to marketing success. They usually have tried various marketing strategies, attempted to work with agencies, or struggled to find time to focus on marketing. This has led them to us. They want help crafting a direct response marketing strategy that works and guidance on implementing strong sustainable systems that will continue to generate new leads and retain existing customers.

Our one to one coaching program helps clients create and implement a clear marketing plan via the strategies we've created over the last 15 years. We review current gaps in the business, identify low hanging fruit opportunities, set goals and KPIs, consult clients on a team as it relates to marketing, and provide sound recommendations on specific marketing strategies, internal operation systems, and implementation plans.

Here's an overview: <https://successwise.com/roadmap/>

Day to day you'll correspond with clients and their teams and keep them on track with 90 day goals, team training and development, and the execution of various marketing and business strategies.

As a Successwise Coach, you'll come to us with a wide range of knowledge in all things marketing and learn more than you could imagine about the best human to human-based marketing strategies that exist.

We are looking for someone with professional insight and specific knowledge in various sectors of marketing such as high level business strategy related to organizational structure, hiring, team management, content strategy, messaging, sales funnels, lead generation, lead nurturing, sales copy, and more. We do not expect you to master all domains, and will provide you with free training wherever you feel like you need it.



In addition to learning more than you can imagine and working with great clients, this is an opportunity to work with a team of A-players, remotely. At Successwise, we're challenged, respected and are consistently given opportunities for growth.

The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. Being highly autonomous and communicative is key.

#### THE SIX NON-NEGOTIABLES OF THIS ROLE ARE:

- **Entrepreneurial Experience.** At Successwise, we preach what we've practiced. The strategies we suggest to clients are strategies that have worked well for us. It's important that all of our coaches have experience in running their own businesses in the past to draw on real experience. While we focus on marketing, much of our coaching is high level business coaching.
- **Project and client management.** We need someone who can come in and create internal systems for our clients and help optimize the systems we currently have internally. A large part of this role is creating and adhering to deadlines, successfully communicating strategies and engaging the client teams, and moving simultaneous projects forward to completion. Ideally, you have a background that includes client management.
- **Killer people skills.** As the point person and face of our coaching program, you'll need excellent written and spoken communication skills. We need our clients and our team to love working with you.
- **Being detail-oriented.** You'll be setting up internal systems for our clients and following each client's success journey. We need someone who doesn't drop balls, pays attention to detail and can stay on top of every step for every client.
- **Being teachable and coachable.** There will be a LOT of learning on the job as we do marketing and coaching very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
- **Being a self-starter.** Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when and how. The attitude of continually starting things on your own is very important.

**PERKS OF THE JOB:**

- This is a completely remote position, so you'll have the ability to create your own schedule.
- Flexible work hours (your clients will be mostly in North America, so CST hours would be best)
- Gain management and coaching experience.
- This is a freelance position starting at 20 hours per week with the ability to increase in hours.

**HOW TO APPLY:**

Send an email to Carolyn Esposito at [hr@successwise.com](mailto:hr@successwise.com) and cc Kim Guenier at [kim@successwise.com](mailto:kim@successwise.com) with the subject "Successwise Coach." Include your resume along with a video of you telling Carolyn and Kim in under 3 minutes why you would be a kick-ass Successwise Coach.