

Online Marketing Manager (Austin)

Compensation: Base + Bonus

Employment type: Full-time

Telecommuting: Okay

Tasks and Responsibilities:

- You will work directly with a high energy CEO / Owner to brainstorm new revenue streams. Taking them from idea through research to launch.
- The overall marketing plan for the business will be under your guidance. Including, traffic generation, conversion optimization, affiliate and JV relationships.
- Oversee the infrastructure of this growing online business serving as the “go-to” person for the team.

Additionally:

- Co Host webinars to handle any technical hiccups that may occur.
- Manage third party vendors when utilized (graphic / web designers, etc.)
- Develop a standard operating procedure for the business making it easy to train new team members as the business grows.

Mandatory Requirements:

- You must have prior success growing an online business and creating new revenue streams.
- You must have a successful track record in achieving business revenue goals.
- You must excel at overseeing the infrastructure of a growing online business and managing third party contractors.
- You must have prior success creating a standard operating procedure for training new employees.
- You must excel at building and cultivating key relationships for business purposes.
- You must excel at measuring and evaluating market reactions to marketing programs.
- You should be a self-starter, energetic, highly motivated, goal and detail

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oriented, passionate, a high achiever, a hard worker and have excellent time management skills.

- You should be client-service oriented and a team player when necessary, but willing to work alone when needed.
- At least 3 years of online marketing experience is a must. Experience with Infusionsoft, Wordpress, Social media scheduling, ad platforms, etc. is a must.
- Experience working in a small growth business is required.
- Some travel is required.