

# WORK WITH US



## MARKETING NINJA

Ideal start date: March 2023

*Southtuitive*<sup>®</sup>  
LEADERSHIP

# THE OVERVIEW

You're the inspiration behind our marketing strategy, helping us to increase our global impact, with customers who love working with us. Excited about rewriting the marketing rules, you'll back your ideas with actions that deliver measurable results.

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## **PART TIME, REMOTE WORKING**

Salaried role at 16 hours per week, split over four days (agreed in advance), on a permanent, employed basis - a 0.4 role. We would also consider a contractor, with a minimum 3-month rolling contract.

You can work from anywhere in the UK, as long as you have stable, reliable, secure, high-speed internet. We all work remotely - we're an office-free zone - and we meet up in-person three times a year.

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## **REPORTING TO THE FOUNDER**

You'll report directly to the founder, former Head of Market Research for one of the world's most disruptive brands. We're a small team and you'll have the support of the founder and our Operations Manager to implement your strategies, as well as ad hoc VA help.

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## **SALARY & HOLIDAY**

Salary for a suitably qualified candidate is between £41,000 and £50,000, pro rata for a 0.4 role (so £16,400 to £20,000). Occasional overtime may be required in busy periods, but is not normally expected.

Annual leave is 23 days, including any working days that fall on UK bank holidays, based on a 4-day working week. An extra day is added for each year of service, subject to performance.

This role includes company pension contributions, which rise with each year of service, subject to performance.

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## **ADDITIONAL BENEFITS**

This role includes access to Clare Josa's online training programs, on a self-study basis, as agreed with Clare, with the exception of certification programmes.

This role includes eligibility for the company's profit-sharing scheme, subject to performance.



# WHO ARE WE?

We're a heart-based organisation, with our feet firmly on the ground, on a mission to make a difference in the world by supporting people to:

- ditch Imposter Syndrome
- prevent burnout
- become free from toxic resilience
- have positive mental health
- make the difference you were born to make

If we had a motto, it would probably be:

***Changing the world isn't so much about what you do,  
but about who you allow yourself to become.***

And if we were to sum up the essence of our mission in just two words, they would be:

***Spread hope***

Traditionalists would call us a leadership development company, but we prefer to think of ourselves as inspirers of passionate world-changers.

Our founder, Clare Josa, to whom you would report, is considered a global authority in Imposter Syndrome. She's the author of 8 books and a sought-after international keynote speaker on how to change the world by changing yourself.

We run online and in-person training, certification programmes up to Master Coach level, and also create bespoke programmes for corporate clients.

Our next big project is birthing the Natural Resilience Method® App, which captures the essence of Clare's work from the past 20 years and shares it in daily 5-minute chunks, to crank up your confidence, shrink stress levels, and get you consciously creating a life that makes the 'future you' do a happy dance.

We don't do 'sticking plasters' - we get people clearing out the root cause triggers for the stuff that has held them back, so they can wave goodbye to coping strategies and feel the relief, freedom and excitement that comes with becoming the 'real you'.



# WHO ARE YOU?

## YOU'RE A MARKETING NINJA

- You've got extensive experience of marketing to corporate audiences and know how to reduce friction, to get them taking action
- You've got a proven track record in raising brand and product awareness, to magnetise ideal customers and put off those who would hate working with us
- You're creative and innovative in your marketing strategies, but back them up with rationale that makes it easy for others to trust your recommendations
- You're great at walking a mile in the customer's shoes, understanding their journey from 'first contact' to 'superfan', and know that this intuitive insight can often be more valuable than expensive market research studies
- You're a great communicator and crafting words that inspire customers to take action makes your heart sing
- You have an uncanny knack for spotting the 'hook' on a piece of content that will capture the audience's imagination and get them taking action
- You're equally comfortable with creating big-picture strategy, and with turning it into bite-sized action plans
- You work well with others, making it easy for them to understand what you need from them and helping them to learn and grow
- You're on a mission to make a bigger difference in the world, and you see each and every customer, student, reader and listener as a life we've had the privilege to impact, whether that be an inner lightbulb from a podcast episode or a year-long Mastermind



# ABOUT THE ROLE

You will be the marketing strategy ninja who helps the world hear about how we can help, as well as crafting the messages they need to hear, to be fired-up to take the next step.

## KEY ACTIVITIES

- Creating proactive marketing strategies for our core products and services, including the Natural Resilience Method® App, our two certification programmes, our online courses and masterminds, and Clare's keynotes
- Translating these strategies into monthly core themes and copy for newsletters, podcast episode teasers and social media posts that make people look forward to our next message, prioritising opening them in their inboxes
- Content-mining our podcasts, articles and videos, to create social media posts
- Copy writing for brochures, proposals and research reports, making them the kind of thing that potential clients will want to keep and take action on, rather than skim and delete
- Copy writing for email marketing funnels and 'content daisy-chaining' to help people feel inspired to take the next-step action
- Researching podcasts, publications and shows to interview Clare, and building relationships with the hosts for win-win outcomes
- Tracking trends in the news and social media, spotting opportunities for us to provide thought leadership or to challenge assumptions
- Proactive lead generation strategies that go beyond cold outreach and paid ads, reaching corporate decision-makers, as well as members of the public
- Building a referral system to generate warm, highly qualified leads
- Spotting opportunities for joint ventures and partnerships, to help us to make an even bigger difference
- To carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

# AUDIENCES

## YOUR STARTING POINT: OUR EXISTING PLATFORMS & CHANNELS



### NEWSLETTER SUBSCRIBERS

We have thousands of subscribers on our three core email lists: one for corporate leaders, one for personal development, and one for events. These are well-segmented and data-rich.



### PODCAST LISTENERS

Clare runs two podcasts, one of which has 15,000 listeners in over 100 countries. She is also regularly interviewed on other people's podcasts, summits and shows.



### BOOK READERS

Clare has published eight books and her latest, *Ditching Imposter Syndrome*, is now on its third print run with readers in over 50 countries. The audio book version is due for release in Q1 2023.



### SOCIAL MEDIA

Clare is most active on LinkedIn, and is also on Instagram and Twitter. We are about to launch company accounts, to build the Souluitive® Leadership brand, in addition to Clare's personal brand.



# TOOLS WE USE

Training is available for any of the systems below. You will not need to use all of them. **Confident use of Microsoft Office - Word, Excel, Powerpoint - are essential.** In addition, we work with the following tools:

## STAYING IN TOUCH

We use Front App for email, because it allows us to work collaboratively and share notes and suggestions, whilst keeping track of customer enquiries.

Other communication is via Whats App and Zoom.

## STAYING ORGANISED

We use Asana as our project management system. It's easy to stay on-track and it integrates with our email system.

For file sharing we use Google Drive and Amazon S3. For calendars we use Google Calendar and Acuity.

## WEBSITES

We run a range of Wordpress websites, with articles, videos, podcasts and our secure training vault portal.

We run our research studies via the ScoreApp system.

## CRM: ACTIVE CAMPAIGN

We use this as our client and student database. It is an integral part of our training system, and it is also what we use for our newsletters. We're intensive users of its automation features, with a passion for continuous improvement of customer experience.

## MAKING THINGS BEAUTIFUL

We use Canva for creating brochures and social media graphics.

We use Headliner and HappyScribe for audiograms and video captions.

## SOCIAL MEDIA

We use MeetEdgar for social media scheduling and keeping track of our online inboxes. Our main social media channels are LinkedIn, Instagram and Twitter.

# THE APPLICATION PROCESS

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## APPLICATION QUESTIONS

CVs don't show the amazingness of who you really are, so we ask you to complete some application questions. [Please contact us here to be sent them.](#)

## ANSWER THE QUESTIONS

Please answer the questions and send your responses to us in a PDF. You'll have the email address for that. We'll acknowledge this within 2 working days, so you know we've got it.

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## PRE-INTERVIEW TASKS

Short-listed candidates will be asked to complete two short tasks that represent the kind of work you'll be doing, so both you and we can see if it's a great fit for you. This will take under an hour.

## VIRTUAL INTERVIEW

Successful applicants will then be invited to a Zoom interview. You'll be given the questions 24 hours in advance, so you get to show us the real you, not the 'on the spot' you.

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## JOB OFFER

If offered the role, this will come with a formal offer letter, your contract, and a request for references.

If these are satisfactory, that's the point at which to tell your current employer.

## SMOOTH START

We'll agree with you an on-boarding process so you quickly feel at home, as a member of the team, helping us to make an even bigger difference.

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