



**ConfettiHeads** offers interactive online arts classes that provide a safe and convenient way for our customers to explore their passion for the arts. We offer classes in drama, music, visual arts, crafting, dance and more! Our classes are taught by expert instructors and feature small class sizes - so our customers can get the attention they deserve to build their skills.

The **Marketing Director** is an executive responsible for the growth of the ConfettiHeads brand, increasing the ConfettiHeads audience, and generating increased revenue. In this role, and reporting to the Chief Executive Officer (CEO), you will work with the executive team to design and implement ConfettiHeads' marketing strategy.

ConfettiHeads is an early stage startup - working in this environment you should expect to have a breadth of responsibilities and support various business functions as needed. You will gain experience working to grow a company from early stages, and will have opportunities to train new skills and grow knowledge across all parts of the business.

This role is an opportunity to enter our small company in a leadership position. As the company grows, the expectation is that you will structure our marketing operations and build a team to support this growth.

**In your role you will:**

- Design and execute a marketing strategy and accompanying implementation plan to grow the business including responsibility for brand awareness and lead generation.
- Select and implement channel strategies to achieve the objectives of the marketing strategy, working with contractors and the executive team as required.
- Lead the development and growth of the company's brand including maintenance of the brand guide, and all of the company's assets - including the website.
- Monitor, analyze and optimize the performance of the marketing strategy and individual channels and campaigns. Provide advice to the CEO and the executive team based on insights from this analysis.
- With the technical team, monitor and analyze website analytics to discern user trends, track audience growth, and identify opportunities for better website and marketing performance.
- Work with the executive team & engage customer research to clearly define corporate positioning and key messages.

**You should also be prepared to pursue the following activities based on the approved strategy:**

- With contractors, create a portfolio of advertisements to promote both our platform and specific "featured" classes, using channels such as social, Search Engine Marketing (SEM), Google Adwords, and others.
- Enhance email / newsletter campaigns to grow sales and strengthen brand loyalty amongst our existing community of users.
- Operate the company's social media presence to engage followers, grow the audience/following, and strengthen the brand.

## Marketing Director

- Oversee the ConfettiHeads blog to increase engagement and strengthen the brand, while working with Search Engine Optimization (SEO) professionals to strengthen organic search performance.
- Work closely with the Content & Partnership Officer to influence the design and selection of content for the service, to strengthen the brand and based on the demand of our target audience.
- Collaborate with the Content & Partnership Officer to perform market research activities and deliver key insights about customer demand, behaviours, and target demographics

### **You will use the following knowledge, skills, and abilities:**

- Strong planning and implementation skills to compose, deliver and report on the marketing strategy.
- Knowledge of channel characteristics and approaches to measuring cost of acquisition of a customer and ROI for each channel pursued.
- Experience working in the e-learning or education technology fields is an asset.
- Hands-on knowledge of, or experience overseeing SEO is an asset.
- Communication skills, both for business planning and copywriting, such as when composing succinct messaging for social media posts and advertisements.
- Presentation skills, used to brief the executive team on planning, progress reports, and analytical insights.
- Self-starting, and working from a clear objective to plan, consult on, and deliver your work.
- A data-first approach to marketing: basic data/quantitative analytical skills required for analysis of marketing performance.

ConfettiHeads values community, diversity and respect. We aim to provide our team members with the same wonderful experience as we provide to our users:

- A place to grow, learn, and have fun
- A place that makes you feel part of a community
- A place where you can be yourself

**Work Location:** This role may be performed entirely remotely. An office location may be available in the future.

**Time Requirement:** This role may be performed on a Part-Time or Full-Time basis. Hours of work are flexible and may be negotiated with the founders. This is a results driven role.

**Compensation:** We are only able to offer equity in the company at this time. The equity offering will be commensurate with the skills and experience of the applicant, with a target of 5% to 15% In the future, this will become a salaried position, with the salary and benefits also being commensurate with experience and qualifications.

Please send all applications to [jeffrey@confettiheads.com](mailto:jeffrey@confettiheads.com)

ConfettiHeads is an equal opportunity employer.