**Role Summary/Purpose**  
The role of Chief Marketing Officer is to drive top-line revenue. By representing the voice of the customer in the management committee and the boardroom, the individual should be a key driver of the business through marketing and sales strategy formulation and decisions related to: resource allocation, internal/external partnerships, sales and service strategy, business intelligence, product/service innovation, channel and value proposition development, brand development and positioning, product management and innovation, and “stakeholder” (i.e., customers, prospects, employees, investors, media, etc.) communications. In this regard, a CMO should embrace accountability for the financial return on marketing investment.  
  
**Essential Responsibilities**

* Develops and drives the strategic growth vision, objectives and roadmap for the business;
* Demonstrates strong externally focused leadership that connects and gathers the voice of the customer, sales force, and partners to build and shape strategy;
* Identifies, influences, and implements customer-centered growth initiatives focused on penetrating original equipment manufacturers, distribution channels, and other partnerships to maximize long-term investments;
* Collaborates with sales and sourcing in developing strategic partnership activities and helps implement the execution framework and strategic plan on selected opportunities;
* Leads collaboration with internal businesses or units that help enhance value proposition, scale, revenue, and the satisfaction of customer needs;
* Guides the marketing team and a top talent strategic innovation team to develop and execute new concepts, business models, channels, and partners that position the business as an innovator and leader;
* Directs the marketing activities in all aspects of the organization: segmentation, competitive analysis/market intelligence, prospecting, lead generation, innovation-product and market development, pricing, promotions, communications and budgets, sales force effectiveness, strategic planning, product/service or lines of business units toward revenue retention and growth;
* Anticipates and predicts future business and industry developments and impact. Leverages data and analytics to drive insights and modifies or redirects business intelligence strategy, as appropriate; and
* Leverages marketing as a business tool to achieve financial objectives and communicates progress and results through regular measurement and reporting of key marketing performance metrics.

**Partial breakdown of day-to-day strategic and tactical management responsibilities:**

**Inbound**

1. Identify and scale potential customers/clients, by market space and persona development (often starts by quantitative and qualitative research)
2. Direct the design and marketing of the product/service such that customers/clients will buy from the organization (value proposition)
3. Identify how target markets might choose to access the product (its "packaging" and distribution “pipeline”)
4. Determine how much customers are willing to pay and how (pricing analysis)
5. Study competitors and the marketplace
6. Craft the company and the product/service voice (naming, communications and perceived branding--the verbal and visual voice)
7. Design customer service and recovery (presale to LTV)
8. Develop lead generation efforts
   1. Search engine optimization (SEO)
   2. Content strategy and execution: development through internal/external expertise
   3. Pay per click (PPC) and RTB digital advertising
   4. Sales marketing automation set up and management
   5. Lead quality and scoring systems: integration of inbound, CMS/CRM tools
9. Oversee media distribution: paid/unpaid or PR efforts
10. Lead crisis management planning and implementation as needed
11. Audit distribution and channel for improvement
12. Participate in external relationships: industry, technical, NGO and governmental
13. Lead customer advocacy efforts: voice of the customer development, persona development, and improvement
14. Listen to the customer and marketplace to identify unmet needs and new ideas and problems otherwise not seen in the course of business

**Outbound *– Manage these areas and efforts within the company:***

1. Advertising and promotions (focused on the product/service-channel-persona)
2. Sales strategy, support tool development and integration with marcom all investment
3. Public and media relations
4. Customer service: expectation development, training, recovery, sales to LTV
5. External vendors: PR specialist/firms, paid media, OBTM, BizIntel providers, reporting, creative, lobbyist/firm, other trade craft
6. Media relations: development of relationships with key media, editors, writers
7. Social media: FB, Twitter, LinkedIn, other
8. Direct sales support tools: traditional or digital outreach to high-valued prospects
9. Sales support: creating the communications tools, per the developed funnel and stages that sales will use to qualify and close the right type of business (includes sales force comp design input with SVP Sales)
10. Other communications: trade shows, seminar series, email blasts, purchased lists, internal sales cold list, outsourced telemarketing, and brand advertising
11. Current customer development programs
12. Coordination and cooperation with IT and other support roles

**Philanthropic**

1. Identify and lead and relationships with appropriate and strategic philanthropic partners
2. Identify company-appropriate grants and benevolence efforts in both the local footprint and customer-facing footprint
3. Coordinate employee industry touch and, if appropriate, non-profit benevolent outreach
4. Develop company-centric benevolent awards or community programs

**Government Relations**

1. Respond to legislative issues proactively and reactively
2. Develop communications and information-based outreach
3. Manage any professional firms assisting in these efforts

**Channel Development**

1. Review and study channel partners for development of intellectual property into new marketplaces through established firms
2. Lead brand development efforts, creating consumer value beyond the company’s direct sales efforts, resulting in end users leveraging brand value for their own benefit

**Measurement**

1. Develop/identify, monitor and report measurements of critical marcom and sales functions
2. Develop dashboard/use of third-party tools-integration to ERP and other systems
3. Manage cash and personnel resources for internal team and external vendors

**Human Resources and Employee Culture (working hand-in-hand with HR)**

1. Contribute to the bottom line through creation of effective and “sticky” internal brand culture programs that are appealing for prospective and current employees
2. Create the onboarding process for new employee and those acquired through M&A activity
3. Identify positive and negative internal culture patterns and use tools of education and communication to change behavior
4. Monitor and respond as needed to online HR job site reviews
5. Mitigate risk through guidance of clear communications of all internal culture, legal and benefits programs

**Other Considerations**

1. Participate and lead in education and trade platforms
2. Participate with key industry organizations through membership/leadership/learning
3. Commit one day a month to work offsite and evaluate the past month and set the next month’s goals: thinking focused on leadership of direct reports and vendors
4. Work with CEO/COO/CFO/SVP Sales/R&D SVP and others
5. Report directly to CEO (must be a peer with SVP Sales)
6. Support HR efforts through HR brand development, hiring profiles, trading structures and recruiting