

DIRECTOR OF MARKETING COMMUNICATIONS – JOB DESCRIPTION

Location: Los Angeles, California

THE OPPORTUNITY:

ExcitingNewCompany, Inc. is a privately funded, pre-IPO internet and software company based in Los Angeles, California. We offer our customers access to the best deals on the undernet through our proprietary, patent-pending technology, code-named *UnderWare*.

The company is growing rapidly. The position described below represents an opportunity to become a senior manager and key contributor at one of the most exciting new companies in electronic commerce.

RESPONSIBILITIES:

As the Director of Marketing Communications, you are responsible for developing and executing the company's external communications. Specific responsibilities include:

- Running measurable advertising programs to meet customer acquisition goals
- Managing all public relations efforts, working with an external agency
- Developing and executing promotions to increase site visibility and usage
- Recruiting, training, and developing a team of copywriters and designers
- Working with engineering to implement all external communications on the *ExcitingNewCompany.com* web site
- Working with merchandisers to position offers for the target audience

REQUIREMENTS:

Candidates should have the demonstrated ability to build a team and deliver tangible results in an intense environment. You must be a detail oriented, hands-on manager who enjoys working in an informal, collegial workplace. Minimum (4) years experience with:

- Demonstrated advertising and public relations experience
- Superior copy writing, editing, and graphic design skills
- Strong customer orientation and grasp of marketing fundamentals
- Passionate interest in electronic commerce and one-to-one marketing
- Must be a team player whose superior communication skills facilitate working with creative and technical professionals

COMPENSATION:

Compensation includes salary, stock options, and the potential for a performance bonus.

TO APPLY:

Please submit your resume with a cover letter to jobs@excitingnewcompany.com

Comment [SL1]: Writing a good job description will help make it easier to conduct interviews. If you have defined the job spec properly, you can design interview questions to test for the specific skills, personality characteristics, and experience needed for the role.

Comment [SL2]: Candidates need to know where the position will be located to decide whether they are interested.

Comment [SL3]: Always start by describing the job opportunity and telling candidates why they should be excited about applying. In a startup, one of the motivations is usually the idea of "getting in on the ground floor" or having unusual amounts of responsibility.

Comment [SL4]: This is a fictional company description, but your elevator pitch goes here.

Comment [SL5]: Put your best foot forward. Even if the company is small, you need to market yourself.

Comment [SL6]: Responsibilities are different from job requirements. This section answers the question, "What will the candidate do every day, on the job?"

Comment [SL7]: Be as specific as possible. One reason new hires often fail is because the job was different than what was advertised. Think carefully about what you need from the position, and define the job responsibilities based on what will help the company succeed. The candidate should read this section and understand how his or her job performance will be measured.

Comment [SL8]: This section describes what the candidate should bring to the table, based on prior experience. It's okay to include personality characteristics in this section, like good communication skills.

Comment [SL9]: Always include some information about compensation without giving specific salary guidelines (unless it is an hourly position with set compensation). Typically, compensation is negotiated from within a range pre-approved by your board of directors.

Comment [SL10]: The job description should be self-contained, so that anyone can forward the document and an ideal candidate can contact you without a middle-man. Always include information on how to apply.

Comment [SL11]: Even if your company is brand new, you will look more professional if you create an email address like "jobs@mycompany.com" instead of the name of an individual employee. Invest the \$10 to register a domain for your company, to ensure that you make a positive first impression on potential hires.