

## Growth Strategy Manager (GSM) Job Description:

The GSM is a customer-facing, coachable sales and marketing strategist who can use data to make decisions and meet objectives and key results on month-long projects. You will propose the next steps for each client, guiding them to keep working with you. You will lead a group of Tangible Words staff in your client pods and be able to critique, guide, and inspire your team to provide relief to our clients, and to each other.

### GSM Required Skills:

- Detail-oriented, efficient, you delight in following checklists and rules of success
- You have the ability to compare data and analyze it to make informed decisions (you will be using CRM, marketing analytics and reporting software such as Hubspot, SEMRush and Google Analytics).
- Great project management and time management skills, ideally experienced using project management software like Asana
- You have the ability to analyze, identify and provide more effective and practical ways to improve a logical process, team, or products.
- Fast learner, committed, coachable and you're tech-savvy
- Leadership skills
- Strong writing skills, in-depth knowledge of copywriting and sales writing

### Bonus Skills To Bring:

- Design skills, you can pick up Canva for design work when needed
- Experience managing paid media advertising tools, and SEO tools (e.g. Yoast, SEMRush) to make decisions
- Experience working with CMS and website Reporting tools
- Sales skills, like ability to look for gaps, opportunities to upsell or change direction
- Experience managing a team

## Detailed Expectations of the GSM Role:

- A. **CLIENT EXPECTATIONS:** Lead Client weekly meetings and any extra client meetings: this includes:
- **Setting Agendas:**
    - Creates Client Thursday meeting agendas on Mondays
    - Communicates weekly, monthly and pod priorities and client agendas in TW OKR meetings
  - **Attendance:**
    - Attend all client meetings - Thursdays and any extra you set
  - **Note Taking:**
    - Find out new needs from client
    - Planning for next steps to hit client goals
    - Establishing new tasks in Asana, our project management software
  - **Project Updates:** Project Status update and Thursday meeting recaps sent by Friday NAM morning at the latest.
  - **Quality Delivery:** Before Monday OKRs:
    - Identify gaps and strategy priorities
    - Set project weekly priorities and OKRs in Pod and OKR meetings.
    - Ensure your pod completes those priorities in keeping with Tangible Words's Quality Assurance Process and SOPs.
  - **Client Strategy:**
    - Plan and lead "growth hackathons": collaborative sessions with the TW team to generate innovative client profitability
    - Work with SEMrush and Hubspot to create and execute a SEO strategy and plan.
    - Use Hubspot, Google Analytics, SEM Rush to analyze data and reports and deliver an improvement plan.
  - **Client execution:**
    - Manage content approval process and upload client-approved content to Hubspot.
    - Provide weekly relief and profitability to your client (and your TW team members!)
    - Work with pods to complete projects and present projects to clients.

- Be able to use the Tangible Words's Quality Assurance Process to critique other team member's work to make sure we are always improving the quality of work.
- Use 'Never Lose a Customer Again' strategies with client to make each day working with us smooth and pleasurable
- **Client Documentation:**
  - Weekly updates of the client's Process Map (PMAP) (e.g. assess HubSpot oversight, log new or updated processes).
- **Client Wrap Up:**
  - Using our HubSpot Ticketing system and task, and SOP, Create Project Wrap-up Decks in preparation for end of contracts or renewal
  - Wrap up Success Metric: Get a referral and at least one renewal from each Client

#### B. POD MANAGEMENT EXPECTATIONS:

- **Pod Meetings:**
  - Lead and Set Client pod meeting with TW staff weekly (Client Pod could include PS, and specialists - SEO, Paid Media, Web Developer, Video Editor, Graphic Designer)
- **Delegation:**
  - Delegate tasks with due dates to Client Pod members
  - Encourage tasks to be completed early so more tasks can be assigned to Project Support (PS).
- **Team Supervision:**
  - Assess pod member's ability to complete tasks on time
  - Ensure all tasks and project points are completed on time for the client and ensure your Client pod team does the same.
- **Pod Leadership:**
  - Use Quality Control system to assess and be able to critique and provide feedback to your Client pod PS and Specialists and to communicate this to TW Leaders (V & A)
  - Slack engagement (e.g. welcoming new Team Members, interacting with TW Slack channels, be a good leader for the company)
  - LI engagement (updating & engaging on LI, keeping an updated LI profile)
  - Consistent use of SOPs and guide teams to use them regularly

- Ability to handle conflict and turn it into a positive resolution for client team and company
- Fill out TW timesheet on a weekly or daily basis (use 10-minute increment (0.15 on sheet) when appropriate). Send your invoice on the last day of each month or first day of the month.
- Be coachable: you receive feedback with ownership and accept opportunity to improve
- Be accountable: all results for your pod rest with you and you love this responsibility because you're great at it.

**See Appendix A: Weekly Responsibilities and Success Metrics**

## Who Is Tangible Words?

Tangible Words is a growth agency: we help other companies grow scalable, successful, marketing, sales and customer retention systems. We're a fully remote team of digital marketers, Hubspot specialists, growth experts, sales professionals, copywriters, web developers, graphic designers, and copy editors. Our team operates from Canada and works across North America, sometimes intercontinentally. We work with clients in an array of industries. We pride ourselves on offering a work environment where work is a complement to the life you want to live.

### Tangible Words Core Values:

Core values drive the way we work each day to support each other and our clients. If you already have these habits, you will fit right in.

1. **Determination:** find a way to make good results happen.
2. **Problem-solve:** track & communicate wins, victories and potholes.
3. **Professionalism:** take notes, project manage, be accountable for the action and the result.
4. **Enthusiastic, energetic, tenacious,** and always laying track to improve.
5. **Relief:** Always create relief, always help others profit.

### Tangible Words seeks team members who:

- **understand our mission:** you inherently get what we are trying to achieve with our work to increase a client's revenue and you are excited to help;
- **want to grow with our team:** you want to be part of our remote work team, build relationships, and develop quality content; and
- **have the capacity:** you have the ability to do the work required and the work-life balance to complete required hours without sacrificing your health.

## Tangible Words Remuneration Structure

**Contract:** This is a non-fixed term subcontractor contract. We want to work with you to establish a working relationship, schedule, and timeline that work for your goals and our growth as a team.

To hold this contract, you will sign a Non-Compete Agreement with Tangible Words and a Non-Disclosure Agreement (NDA) that will uphold each client-requested NDA Tangible Words signs with their clients.

**Pay:** receive an hourly rate or per project plus a built-in bonus structure.

## Tangible Words Perks:

- Monthly paid professional development hours:
  - Learn sales, marketing, customer service skills that will serve your whole career
  - Quarterly Business book club
- Excellent people environment
  - Supportive team members
  - Work with awesome clients (we're selective on which clients we take on and have a "no bullies" rule.)
- Work days look like:
  - Work remotely
  - Virtual meetings only - so do or don't wear cozy pants
  - Non-meeting days (we prioritize time for thinking work in our projects and discourage countless, unprofitable meetings).
    - Mondays and Thursdays are meeting days. Tuesdays, Wednesdays and Fridays are less talking days, so you can focus on getting project work completed and edited.
- Grow with our company and take on leadership roles

We have designed this role so that you can feel like this is the "best job ever" for someone with these skills. If that's you, please apply, we're eager to get to know you and test out your skills.

## Appendix A: Weekly Responsibilities and Success Metrics

Task Description	How to achieve excellence (success metrics GSM will look for):
<b>Quality Assurance on content creation</b> of articles, landing pages, social media, paid media, emails, and process map (PMAP)	<ul style="list-style-type: none"> <li><input type="checkbox"/> Checks the SOP used with each task</li> <li><input type="checkbox"/> Offers or requests a second set of eyes on every tasks you're involved in with the goal of "making it better"</li> <li><input type="checkbox"/> Takes notes on decision points and action items in every meeting</li> <li><input type="checkbox"/> Weekly PMAP update based on new initiatives, decisions and HS things made, and any training recorded; using TW Moqup Account Templates Legend.</li> </ul>
<b>Quality Assurance on HubSpot</b> administration for social media upload, email uploads, workflows, reports	<ul style="list-style-type: none"> <li><input type="checkbox"/> Follows and submits the SOP, or HubSpot Knowledge Base (KB) used with each task</li> <li><input type="checkbox"/> TW ticket line management: wrap up decks completed on time, with tickets and tasks in HubSpot completed on time and the ticket progressed accordingly.</li> </ul>
<b>Slack</b> Management	<ul style="list-style-type: none"> <li><input type="checkbox"/> Engages on group channels and responds to DMs within 1-5 hours (<i>except outside of NAM Business Hours and Vacation</i>)</li> </ul>
<b>Asana</b> Management	<ul style="list-style-type: none"> <li><input type="checkbox"/> Asana project is set up correctly according to SOW goals, and managed weekly.             <ul style="list-style-type: none"> <li><input type="checkbox"/> Tasks planned out for each KR to complete the SOW within the designated timeframe.</li> </ul> </li> <li><input type="checkbox"/> Index your client Thurs call at the end of day Thursday. NAM Friday morning at the latest the following are done:             <ul style="list-style-type: none"> <li><input type="checkbox"/> Project update</li> <li><input type="checkbox"/> Tasks assigned to</li> </ul> </li> </ul>

	<p style="text-align: center;">team</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tasks are never overdue.</li> <li><input type="checkbox"/> Submit tasks before due dates to ensure time for quality assurance and edits.</li> <li><input type="checkbox"/> When due dates need to be moved, they are done so with approval from CSM.</li> <li><input type="checkbox"/> Questions on newly assigned tasks are asked within 1-5 hours of receipt of task (<i>excluding non NAM business hours and vacation time</i>)</li> <li><input type="checkbox"/> Work ahead on tasks. Do not save tasks for a rainy day so TW can assign you more work.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> List hours as you complete them in each timesheet, per instructions in PD</li> <li><input type="checkbox"/> List vacations in TW Vacation calendar as soon as you know them, and discuss coverage with CSM.</li> <li><input type="checkbox"/> Monitor your TW calendar to accept and respond to all calendar invites</li> <li><input type="checkbox"/> Be available for 30 hours a week. Expect 15 hours per week per pod and +/-5 hours a week if you are a specialist.</li> </ul>
<b>Communication:</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Update Asana tasks and daily Slack communication with each PS and CSM.</li> <li><input type="checkbox"/> Lead Pod meetings every Monday and come prepared with task and prioritization directions regarding work assigned for the week.</li> <li><input type="checkbox"/> Attend OKR meetings every Monday and come prepared with task and prioritization questions regarding work assigned for the week.</li> <li><input type="checkbox"/> Takes notes on decision points and action items in every meeting             <ul style="list-style-type: none"> <li><input type="checkbox"/> Use Fathom bookmarks</li> </ul> </li> </ul>



	<input type="checkbox"/> Prepare and share agendas minimum 24 hours in advance of client meetings
<b>Leadership</b>	<input type="checkbox"/> Helps PS get their weekly requested hours <ul style="list-style-type: none"> <li><input type="checkbox"/> Checks PS task list in Asana</li> <li><input type="checkbox"/> Confirms PS availability in pod meetings and Slack, where necessary</li> <li><input type="checkbox"/> Gives PS work ahead tasks</li> </ul> <input type="checkbox"/> Creates videos to pass communication and feedback on non-meeting days <input type="checkbox"/> Holds team to Mondays and Thursday meeting dates as much as possible <ul style="list-style-type: none"> <li><input type="checkbox"/> Does not hold Slack huddles</li> <li><input type="checkbox"/> Fathom Notetaker used at every meeting</li> </ul> <input type="checkbox"/> Provides TW CSM feedback on PS performance: <ul style="list-style-type: none"> <li><input type="checkbox"/> Tasks not overdue</li> <li><input type="checkbox"/> Communication score</li> <li><input type="checkbox"/> TW Values practice: 5 values and GWC</li> </ul> <input type="checkbox"/> Continuously develops ability to handle conflict and turn it into a positive resolution for client team and company
<b>Growth Strategy Management</b>	<input type="checkbox"/> Creates and offers a monthly plan to achieve client goals. Includes: <ul style="list-style-type: none"> <li><input type="checkbox"/> Breaks down project points by Objective and Key Results TW will achieve</li> <li><input type="checkbox"/> Monthly optimization: checks reporting software and PMAP to identify: what will create most relief and profitability for this client <i>next</i>?</li> </ul>