

# DIGITAL MARKETING MANAGER

Leadapreneur has created some of the best online leadership courses in the world. We have amazing content and over 30,000 people have enrolled in our online courses. Now, we want to hire you to build a global marketing campaign that offers our online content to a million people. We are looking for a driven Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels for our online Leadapreneur courses. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. You will work with the *Leadapreneur* team and vendors to launch campaigns on time and on budget.

## Your challenge

Your goal is simple, create and execute a digital marketing strategy to enrol 1,000,000 people in our online courses across multiple platforms. This is broken down into 5 milestones:

1. 50,000 people (target end of 2018)
2. 100,000 people (2019)
3. 250,000 people (2020)
4. 500,000 people (2021)
5. 1,000,000 people (2022)

To do this, you are expected to

- ❖ Build a marketing strategy to enrol 50,000 learners within 2018
- ❖ Execute the marketing strategy within 2018
- ❖ Adapt the strategy as necessary

## Your opportunity

- ✓ PURPOSEFUL WORK Sell industry-leading online courses to the world and empower a million people to become leadapreneurs!
- ✓ PROFITABLE WORK we believe in building a better world and getting paid; we offer an industry leading salary plus 5% commission of all online sales attributable to your work
- ✓ PROGRESS YOUR CAREER work with our driven, highly ambitious team to build and implement a global digital marketing campaign
- ✓ #LEADAPRENEURLIFESTYLE Deliver impressive results but do it in a way that works for you; work as you want when you want and where you want (aiming for 45 hrs a week). We treasure good health and want you to be at your best with us. Work hard. Play hard. Sleep. Repeat.

## Things you need to get the job

- Proven ability to sell online content especially online
- Proven ability to create, lead & deliver digital marketing campaigns
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaign
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Design, build and maintain our social media presence

## How to apply

**Send a 4-minute video to [Jess@Leadapreneur.com](mailto:Jess@Leadapreneur.com) describing:**

1. Past results you have achieved in digital marketing; please provide as much detail as possible e.g. % growth, net revenue earned, sign ups etc.
2. Your current capability in terms of your 5 core skills; give us an example of how you care, create, lead and deliver with relentless resilience
3. Your future; explain why you want to join us and what you want to achieve
4. Who you have worked with so far, please provide endorsements
5. When you want to start and any expectations you have e.g. salary

# ABOUT LEADAPRENEUR

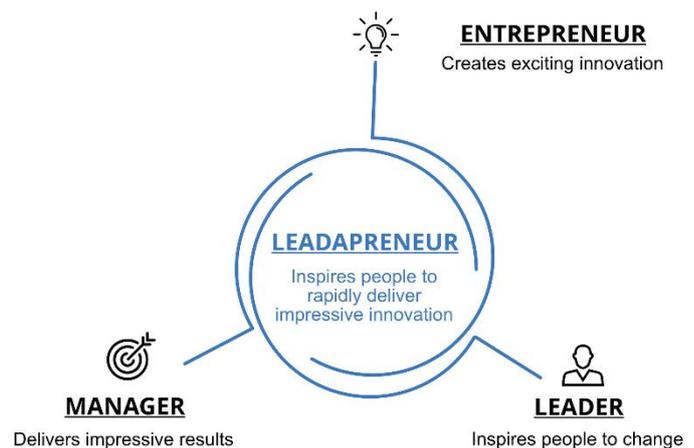
Leadapreneur is a rapidly-growing boutique innovation consultancy. We are based in Kuala Lumpur and serve clients in Malaysia and across ASEAN. We are looking for ambitious, passionate and driven people who want to make an impact in the world and achieve remarkable success. Our team is very diverse and we welcome people from all backgrounds to join us and build an extraordinary community of leadapreneurs.



## Why we exist

*Our purpose is to enable 1,000,000 people to become leadapreneurs and empower them to go forth and build their better worlds.*

Leadapreneurs inspire people to rapidly create impressive innovation e.g. create growth, cut costs, open new opportunities etc. We believe that by enabling someone to become a leadapreneur, they gain the capabilities they need to grow the business and build a better world.



## What we do

*We work with our corporate partners to transform their managers into leadapreneurs swiftly, sustainably and at massive scales.*

The *Leadapreneur Journey* awakens, engages and transforms managers into leadapreneurs who can thrive in industry 4.0.

## FASTER TRANSFORMATION

Accelerate your people & culture into industry 4.0



## How we do things (our values)

Working at Leadapreneur is fast, free, focused and fun. We expect our people to move fast, use their freedom and creativity to get the job done, deliver great results and use Leadapreneur to live the life they want to lead. Working with us is not for everyone, but for the right people it is AWESOME. This is what you can expect if you join Leadapreneur:

1. You care about transforming people; we're on a mission to enable people to thrive amidst the most disruptive event in Human history, the 4<sup>th</sup> industrial revolution and we want ambitious people to think big about how we can do this.

2. You can use your freedom to create exciting ideas; work from home, set your own hours, and use your creativity and initiative to seize opportunities and solve problems.

3. You're willing to lead the change you want to see and will work to inspire us and our stakeholders to become greater.

4. You're willing to do what it takes to deliver impressive results; we hold ourselves to high-standards and do whatever it takes to deliver great results to our clients and we will expect the same from you.

5. You are relentlessly resilient; we know success is hard-earned and that's why our people are resilient in the face of adversity and relentless in their pursuit of something greater than themselves.

We believe that working at Leadapreneur should enable you to live the lifestyle you want to lead. Join us to make amazing impact, get paid and enjoy huge opportunity and learning that will accelerate your life!

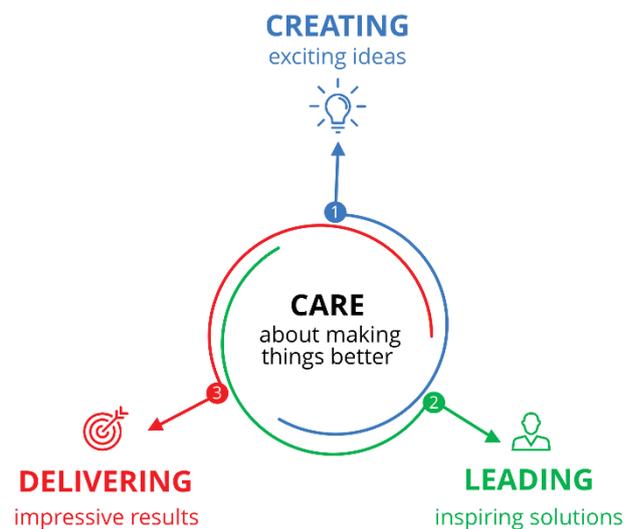


Figure 1 We want you to grow the business by caring, creating, leading and delivering with relentless resilience