



## Role Description

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**Job Title:** Marketing Manager

**Reporting to:** Rebecca Coomes

**Employment Type:** Contractor. Australians to have an ABN number

**Estimated Hours:** Initially 10 per week with room to expand

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### **Purpose of the role:**

The purpose of the Marketing Manager role is to provide ongoing support to Rebecca Coomes to successfully deliver the marketing for The Healthy Gut brand and its products and services. This will include the development of content, promoting and selling the cookbooks and coaching programs and supporting business development activities. The Marketing Manager will share and support Rebecca's overarching vision to reduce chronic illness, obesity and disease in people through the 5 step framework of The Healthy Gut coaching programs.

### **Responsibilities + Expectations:**

- ✓ Follow and actively promote the 5 key pillars of The Healthy Gut coaching programs; Awareness, Nutrition, Movement, Mindset and Lifestyle
- ✓ Assist with the development of digital content for the website, social media and email campaigns
- ✓ Manage the Marketing Calendar and Social Media Content Calendar
- ✓ Support Rebecca with the development of the annual marketing plan
- ✓ Develop content in various formats such as videos, emails, infographics and other as requested
- ✓ Assist with the development of social media content with the aim of using it as a communication platform to engage with The Healthy Gut community as a primary sales funnel into the various products and services
- ✓ Provide support with selling the coaching programs; as guided and outlined by Rebecca
- ✓ Develop and manage research campaigns with existing and potential clients
- ✓ Ensure every client is treated with compassion, respect and care
- ✓ Support and share the vision of reducing chronic illness, obesity and disease through teachings of the 5 key pillars
- ✓ Provide support with developing content aimed at future target markets
- ✓ Share and engage in the team culture and ethos of Collaboration, Flexibility, Respectful, Outcome Focused and Fun
- ✓ Participate and contribute to team meetings
- ✓ Communicate in a collaborative and supportive manner with your peers
- ✓ Represent The Healthy Gut in a positive manner



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### Qualifications:

Marketing Degree and 5 years' experience in marketing roles with demonstrated outcomes

### Experience + Skills:

- ✓ The Marketing Manager will ideally have firsthand experience with SIBO or gut health issues to fully understand the challenges a client may experience
- ✓ Experience in coaching or training with other health programs or similar is desirable
- ✓ Marketing background
- ✓ Experience with Google suite, Facebook, Instagram, YouTube, Pinterest, video editing software (we use Camtasia), Photoshop, and project management software extremely desirable
- ✓ Interest in areas such as SIBO, health & wellness, nutrition and alternative therapies is beneficial in this role
- ✓ Can demonstrate successful marketing and social media campaigns with proven results
- ✓ Strong written and verbal English language skills. Must have excellent spelling, grammar and punctuation
- ✓ Strong attention to detail

### Characteristics/Values/Qualities:

- ✓ Client focused; all clients are treated with compassion, respect and care
- ✓ Works collaboratively towards the shared goals of the team and vision of the business
- ✓ Supportive and respectful of others
- ✓ Self-motivated
- ✓ Flexible
- ✓ Innovative

### Business Relationships:

- ✓ Business Owner - Rebecca Coomes
- ✓ VA Graphic Design
- ✓ VA Recipe Development
- ✓ Clients

### Delegation of Authorities:



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The Marketing Manager will be responsible for the marketing plan and resulting marketing campaigns and activities, using the the 5 Key Pillars to Health framework to shape their activities.