



VACANCY

Title: Senior Marketing Manager

Department: Marketing

Reports To: CEO

Direct Reports:

- ❖ **Marketing Manager**
- ❖ **Marketing Coordinator**
- ❖ **Creative Marketing Specialist**

Brief description

The Senior Marketing Manager is responsible for leading Unconventional CA's marketing execution, strategy, and performance. This includes overseeing the full suite of internal and external marketing services, ensuring the delivery of impactful brand assets, digital campaigns, and enterprise-level creative execution. The role aligns the UCA Hub growth strategy with direct service implementation, driving visibility, customer acquisition, and market credibility.

Key Responsibilities

The successful candidate will be responsible for the following key performance areas:

1. Strategic Leadership & Team Management

- Define and implement clear roles, responsibilities, and KPIs across the marketing team by December 2024.
- Lead the development and execution of the 2025 marketing plan, inclusive of service delivery execution targets.
- Manage weekly project execution meetings to ensure timely delivery of creative, digital, and production-based work.
- Conduct quarterly upskilling workshops across print design, social media, video, and marketing tech tools.
- Oversee performance reviews with a focus on delivery metrics, client satisfaction, and internal brand asset development.

2. Marketing Services Execution & Delivery Oversight

- (New Section: Directly integrates service offerings into the role)
- Ensure seamless delivery of the following client and internal marketing services:
- Branding & Identity: CI manuals, logo creation, and brand guidelines.
- Print Design: Business profiles, flyers, and cards from concept to printready format.



- Website Development: 3–5 page non-ecommerce websites (design, copy, and basic SEO).
- Videography & Photography: Oversee production logistics, scripting, and post-production workflows for half-day and full-day shoots.
- Google Ads Management: Lead paid campaign setup, copywriting, A/B testing, and analytics reporting.
- Social Media Retainers: Direct execution of basic to enterprise-tier retainers, including content calendars, posts, reels, engagement, and reporting.
- Business Surveys: Oversee design, deployment, data capture, and insight reporting.
- Print Product Management: Manage all print orders from design finalization to vendor delivery.
- Establish templates, approval workflows, and service SLAs to ensure highquality, timely output.
- Develop a pricing model and costing guidelines in collaboration with finance and operations.

3. UCA Hub Strategy & Growth

- Target: Achieve 5,000 active users on the UCA Hub by Q3 2025.
- Execute content delivery plan with 10+ new high-value uploads per quarter.
- Integrate expert-led content and community-generated contributions.
- Leverage analytics to optimize UX and conversion across the platform.

4. Personal Branding & Executive Positioning

- Scale Hiten Keshave's online presence across LinkedIn, Instagram, and TikTok, with set growth and engagement metrics.
- Execute weekly personal brand content (posts, reels, thought leadership articles).
- Align brand tone and visuals with Unconventional CA positioning.

5. Digital Marketing & Social Media Growth

- Manage Unconventional CA's social platforms (LinkedIn, Facebook, Instagram) with consistent monthly growth.
- Deliver 3 email campaigns monthly and 1 podcast release, tracking open and click-through rates.
- Supervise social content design, scheduling, and analytics reporting.

6. Content & Platform Development

- Launch and maintain landing pages for:
 - Ember360
 - IgniteCon



- Fireside Chats
- Ensure consistent brand experience across all web and digital properties.
- Centralize content assets, campaign collateral, and templates in a marketing repository.

7. Event Marketing & Community Engagement

- Oversee branding, marketing, and collateral execution for:
 - 2 IgniteCon Events
 - 4 Fireside Chats
 - 1 Entrepreneur Golf Day
- Ensure 50%+ user-generated content contribution from attendees.
- Deliver all post-event content and marketing assets within 3 days post-event.

8. Sales & Marketing Collaboration

- Ensure lead generation and follow-up processes are tightly integrated.
- Create 2 case studies per quarter showcasing service execution and client success stories.
- Support event-based B2C conversion through digital and print lead generation tactics.

10. Creative & Design Oversight

- Supervise end-to-end brand design and production workflows.
- Ensure on-brand, timely execution of all creative assets across print, digital, social, and video.
- Review and approve high-impact visual content before deployment.



Senior Marketing Manager: Candidate Technical Skills Checklist

- Category Skill Required
- Proficiency
- Assessment
- Method
- Branding & Design CI Manual Development Strong Portfolio Review
- Logo Design Oversight Strong Portfolio +
- Interview
- Print Design (Business Cards, Flyers, Profiles) Strong Case Study
- Review
- Print Production Specs
- Knowledge (DPI, Bleed) Moderate Interview
- Web & Platform Development
- Website Builder Platforms (WordPress, Webflow, Wix)
- Moderate to Strong
- Live Demo or Scenario
- UI/UX Feedback and Wireframing Moderate Interview
- Basic HTML/CSS Working Knowledge
- Technical Question
- Digital & Paid Media Google Ads Campaign Setup Strong Campaign Examples
- Facebook/Meta Ads + A/B Testing Strong Interview
- Scenario
- Campaign Reporting + UTM Tracking Strong Live Scenario
- Social Media Management
- LinkedIn, Instagram, TikTok
- Strategy Strong Strategy Walkthrough
- Community Building + Engagement Tactics Strong Interview
- Reels/Shorts Production



- (Script/Briefing) Strong Portfolio
- Content Creation &
- Management Content Calendar Creation Strong Sample Calendar
- Briefing Designers &
- Creators Strong Role Play
- Category Skill Required
- Proficiency
- Assessment
- Method
- Video &
- Photography
- Oversight
- Shoot Planning, Scripting &
- Logistics Strong Scenario
- Interview
- Post-Production Review Moderate Interview
- Email Marketing &
- CRM
- Mailchimp, ConvertKit, or
- Similar Strong Platform
- Demonstration
- Segmentation & Automation Moderate to
- Strong Interview
- Lead Funnel Mapping Strong Task-Based
- Surveys & Market
- Feedback
- Google Forms / Typeform
- Setup Strong Portfolio
- Report Synthesis (Insights &
- Actions) Strong Written Exercise
- Analytics &
- Reporting Google Analytics (GA4) Strong Dashboard
- Review
- Marketing ROI Tracking (CTR,
- Bounce Rate, Traffic) Strong Sample Report
- Social Analytics
- Interpretation Strong Task Review
- Project & Workflow
- Management Asana / Trello / ClickUp Strong Systems
- Overview
- Creative Brief Writing Strong Written
- Assessment



- Task Delegation & Timeline
- Management Strong Scenario-Based
- Event Marketing Eventbrite / LinkedIn Events Moderate to Strong Interview
- Event Collateral Management Strong Portfolio Review
- UGC and Post-Event
- Repurposing Strong Strategy Question
- Mandatory
- Additional Tools Canva Pro Strong Portfolio + Task
- Category Skill Required
- Proficiency
- Assessment
- Method
- CapCut / Adobe Rush / Mobile
- Editing Moderate Short Demo
- Notion, Airtable, or Miro Moderate Use-Case Demo
- AI Tools (ChatGPT for copy, ideation, captioning) Strong Live Use Scenario
- SEO Tools (Ubersuggest, Search Console) Moderate Tool Familiarity
- Review