

# mobileStorm Role Scorecard

**Position: Senior Manager – Content Marketing**

**Hiring Manager: Joseph Shavit – VP Product and Marketing**



**2012 -13**

# Role Scorecard

**Functional Role:** Senior Manager, Content Marketing

**Date scorecard updated:** Tuesday, December 11th, 2012

**This role reports to:** Joseph Shavit, VP Product and Marketing

**Mission of Company:**

mobileStorm’s goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach consumers in multiple ways. By combining technology and expertise we enhance our customer’s communication relevancy. Relevant communication is the fuel that helps drive an organizations goals, be it driving revenue and/or reducing costs.

**Purpose of the role:**

The primary purpose of this role is to plan and implement a content strategy across multiple domains to dramatically increase our organic search and customer acquisition results. You will be Webmaster of mobilestorm.com, mobilemarketingwatch.com and mhealthwatch.com and responsible to grow audience, reach, engagement and revenue through sponsorship/ad package sales and sales qualified leads to mobilestorm.com. This role is a primary driver of industry outreach with the goal of maintaining, mobilestorm as the thought leader in the mobile, healthcare and cross-channel communication space.

## Role Accountability and Performance Requirements: (review every quarter)

**Key Duties:**

- ❖ Web site optimization including copy / content / code / structural / technical factors
- ❖ Content development including blogs / articles / infographics / whitepapers / webinars
- ❖ Increasing organic traffic, qualified leads and contact requests from our top websites
- ❖ Conducting research and competitive analysis
- ❖ Planning, developing, implementing and driving our SEO strategy
- ❖ Identifying opportunistic keywords to optimize across multiple domains
- ❖ Creating and delivering meaningful analytics and reporting to monitor and show progress to senior management
- ❖ Press release (PR) marketing and blogger outreach
- ❖ Analyze and implement white hat back linking strategies

Company Core Values:

**Maintain Integrity at all Costs** – Integrity is how we’ve stayed in business and why we’ll continue. No matter what the situation, always do the right thing.

**Make Decisions** – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it.

**Practice Transparency** – Share all kinds of information, often. A transparent organization is a trustworthy one.

**Be Successful** – Success comes from hitting your goals on a consistent basis. Have a plan for “how” you’ll hit your goals and evaluate often; that way you always know where you stand.

**Remember to Laugh** – If it’s truly the best medicine, then we’re abusing our prescription. Laughter is your fuel to get through the good times and the bad.

**No Surprises** – No one likes to be surprised, so communicate effectively and “get people ready.” These are the keys to running an effective organization.



















**Provide Customers with a Legendary Experience** – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.” Give your customers an experience that will become a thing of legend.

**Work Hard, and Have Lots of Fun** – We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values.

**ABL (Always Be Learning)** – Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you.

**Don’t Just Create . . . Innovate** – A unique offering provides a competitive edge. Make sure you always spend a portion of your time thinking about how mobileStorm can set the standard.

**Know the Facts** – Good data helps you make the right decisions. Know before you decide.

<p><b>Key Performance Indicators:</b></p> <p>* There may be some additional KPIs created and agreed to before offer is made</p>	KPI #1		KPI #2	
	Marketing Qualified Leads	Ranges	Sales Qualified Leads	Ranges
	 Going great	> 150	 Going great	> 10
	 Slipping	< 100	 Slipping	< 7
	 Failing	< 80	 Failing	< 5
	KPI #3		KPI #4	
	Contact Requests	Ranges	Update Content lead & conversion reports	Ranges
	 Going great	> 150	 Going great	weekly
	 Slipping	< 100	 Slipping	Bi-weekly
	 Failing	< 80	 Failing	> Bi-weekly
	KPI #5		KPI #6	
	Blog Growth Targets	Ranges	Whitepapers / QTR	Ranges
	 Going great	TBD	 Going great	>= 2
	 Slipping	TBD	 Slipping	1
 Failing	TBD	 Failing	0	

**Recruiting Requirements:**

<p><b>Behavioral Competencies:</b> <i>(not in order)</i></p>	1	Time Management	2	Self Motivated
	3	Resourcefulness/Initiative	4	Communicative
	5	Integrity	6	Independence
	7	Leading Edge	8	Decision Making
	9	Energy	10	Creativity

- Qualifications:**
- SEO Expert. SEMPO or Bruce Clay certification preferred.
  - Minimum of 2 years content / blogging experience for a leading web property
  - Minimum 2 years of hands-on content and lead management experience with HubSpot and WordPress applications
  - Minimum of 2 years experience working with OpenX or other ad serving and targeting systems.
  - Digital marketing experience in Mobile, Healthcare or related industry - preferred
  - BA/BS in Marketing, Business Management, or related field preferred. MBA a plus.
  - Strong Excel, Word, and PowerPoint skills.

**Skills / Abilities / Talents:**

- Proven track record of SEO growth, strategy and opportunity identification
- Deep understanding of SEO analysis and copywriting best practices
- Demonstrable experience in creating and promoting B2B whitepapers and webinars.
- Mastery of HTML, CSS, JavaScript and other web technologies
- Strong functional experience working with WordPress, Hubspot and OpenX.
- Experience with Adobe Photoshop, Fireworks and InDesign
- Experience with SEO and Analytics Reporting tools
- Strong time management, analytical, creative and communication skills required

**Previous Experience:**

The center of the bulls-eye candidate is an SEO and Content lead gen expert that has managed high traffic industry blogs and has a documented track record of planning and building successful lead gen programs through the effective integration of organic placement, content/keyword optimization and back-linking strategies. You will have demonstrated experience having grown site traffic and engagement by over 50% per year and have worked with complimentary SEM programs and strategies driving substantial ROI and SQL volume. You are at home working closely with sales reps, product and marketing managers and executive management to identify and implement reader personas and content strategies and provide detailed reports on audience, traffic and SQL performance.