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## Marketing Manager Job Description

**Instructions: Replace the details of this job description with details that are applicable for your firm. Remember to watch your character count and keep it brief!**

**NOW HIRING:** Marketing Manager

[insert accounting firm name]

**Location:** [flexible?]

**Hours:** part time, with possible build up to full time as the firm grows

Could you be passionate about connecting creative agencies [insert your target audience/niche] with an accounting firm that can help them manage their cash flow to pursue their dreams [insert your strongest selling point - what does your client get by working with you that they can't get elsewhere]? We truly feel we change our clients' lives. Your marketing efforts - video, creative campaigns, and engagement - help us find the clients who will benefit the most from the way we work.

Regardless of the skills you have now, we look forward to developing those skills with you. Our firm follows They Ask You Answer and Storybrand and we'd like to support your enrollment in the [Accelerator](#) course. Your position will coordinate with our outsourced marketing agency (PF) by:

- Drafting or bullet-pointing one blog post per week
- Providing imagery and accounting firm current event content for social media posts (5 per week)
- Interviewing clients for case studies to publish once per month
- Community building and interaction on social media one hour per day

This person will be responsible for making sure that the firm brand matches across social media, the website, and in client interactions.

We hire based on values fit. One of our accounting firm's values is balance, which focuses on being able to have fun and work hard in equal amounts. Our clients have hobbies just like us and we make sure we take time to take a break from work. In support of this, we expect you to show an interest in our clients beyond their business, and we provide XX weeks of time off so that you can feel empowered to invest in your hobbies.

Another value of ours is community, which we define as investing time and energy in the people around us. Because of this, we provide for CommunityTime of one hour per week where every employee can volunteer for a cause. At team meetings once per quarter, we share how we've been investing in our communities and where we see need and the team decided one cause which will receive a \$500 donation from the firm.

To apply, please send in a 3-minute video detailing your hobbies, how you've connected with clients in the past, and what makes you passionate about your community to XXX@XXX.com