



JOB DESCRIPTION

Job Title:	Regional Director
Department / Cost Center:	Marketing and Business Development
Reports to (Job Title):	Director Marketing and Business Development
Job Grade:	<i>Independent Contractor</i>
Location:	
Date Approved:	

<input type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Regular <input type="checkbox"/> Temporary	<input type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
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SUMMARY DESCRIPTION

State the overall function or purpose of the job.

The Regional Director is responsible for developing, establishing and maintaining marketing plans to meet strategic and organizational objectives. This position is also responsible for the effective management of the marketing, advertising, promotional activities, student functions and social relationships of the organization in their region.

ESSENTIAL DUTIES AND RESPONSIBILITIES

List the major responsibilities of the job.

- Develops and implements marketing plans and programs that increases brand awareness, product presence and revenue generation for all Klemmer programs and products.
- Learn to access and use the database **and** update conversations and contacts in the database.
- Qualify Champions and calendar classes.
- Keep current on new tools, techniques etc.
- Build and develop the Klemmer community in your region (includes follow up with students coming out of classes, costumer services, regional events etc) and develop new leads in your region.
- Personally enroll students into classes booked in your region by Champions.
- Attend CW's and provide enrollment support of CW's in your area that build to a pre-designated number.
- Recommends and implements solutions to enhance the company's branding and visibility.
- Help develop and participate in the expansion of the department.
- Reporting and participating in weekly management/marketing calls.
- Provide support to the office and to the Facilitator's.
- May assist with public relations activities including press and marketing communications.

JOB KNOWLEDGE AND ABILITIES

State the demonstrated skills and job knowledge/abilities necessary to perform this position effectively

1. Thorough knowledge of marketing principles and applications.
2. Must have strong analytic skills and the ability to think strategically and tactically.
3. Ability to learn and ability to flourish in a dynamic, entrepreneurial environment.
4. Excellent verbal and written communication skills; presentation and public speaking skills.
5. Thorough and in-depth knowledge of web based marketing tools and applications.
6. PC proficient with required Microsoft Office Suite applications in addition to application of required marketing and analytics software, Google docs, Dropbox and other project based software.
7. Excellent communication and follow through skills.
8. Demonstrated ability to complete projects on time and within budget parameters.
9. Ability to recruit, develop, review, coach, and mentor assigned staff. Addresses performance issues in a timely manner. Open to receiving feedback regarding your own performance.
10. Ability to enroll in the value of the Personal Mastery seminar.

EDUCATION AND EXPERIENCE

State both the minimum and the preferred educational attainment (or equivalent experience), and describe essential and desired subject matter, certifications, special training, etc.

- Bachelor's Degree in Marketing, Public Relations, or equivalent education and experience.
- Five or more years marketing management experience in a personal development organization.
- Past achievement in web marketing may include: demand generation, social communities, blogs, video and viral marketing.
- Must complete all Klemmer programs.
- Experience with personal development or transformational programs preferred; thorough understanding of the value of these programs.

WORK ENVIRONMENT / PHYSICAL DEMANDS

Describe the work environment characteristics that an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

- Requires travel to complete strategic marketing plans.
- Generally, works in an office environment requiring continual or frequent computer and telephone use.
- Sitting, standing, bending, stooping, walking, is required and lifting of up to 30 pounds may be required occasionally.

CONTACTS

List the key positions, internal and external, with which the job incumbent must interact.

- Internal Klemmer staff
- Clients/Vendors
- Contractors

MANAGEMENT/SUPERVISORY RESPONSIBILITY**List the job titles that are directly supervised by this job, and the number. State the total number of job incumbents that this job supervises, both directly and through others.**

- Enrollment Team (7-10)
- Administrative Assistants, as necessary, in the scope of any Marketing Department duties they may be asked to fulfill. (Ex: booking hotels, etc.)

This job description in no way states or implies that these are the only duties to be performed by the Contractor(s) incumbent in this position. Contractor(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Candidate Criteria:

- Built a class previously or willing to build one now.
- Heart of the Samurai graduate or above.
- Experience with sales preferred.
- Proven ability to network and connect.
- Excellent communication and relationship skills.
- Ability to be self-directed, follow through and stay motivated.
- Flexible work schedule.