



Marketing and Sales Director

Job Description

Compass Classroom started creating educational videos for moms and students in the summer of 2010. Although our parent company, [Compass Cinema](#), had been creating videos for a while before that first year, we had the idea of starting a company just to cater to homeschool families after watching our own wives homeschool for a few years. Our ongoing goal is to produce video curriculum that's fun for kids, easy for moms, and smart for everyone.

We currently sell both physical (DVDs) and digital products (download, streaming, online subscription). Products are sold primarily through our e-commerce website and other online distributors.

Compass Classroom is seeking to hire a Marketing and Sales Director. We are looking for someone with a thorough understanding of the homeschool world. This of course includes market understanding, but as our products are designed to help homeschool families, we need someone familiar with the realities of day-to-day homeschooling as well. We also need someone with a keen eye for good design, excellent writing skills, and an ability to work independently while overseeing a few part-time personnel.

The Marketing and Sales Director will grow the sales and market reach of Compass Classroom products by generating and implementing creative marketing strategies. This role will be invested in growing the company, and will be compensated with competitive salary and commission on sales growth.

Pay: Salary plus Commission (Based on experience)
Hours/wk: Full-time
Location: Nashville, TN

Experience Desired:

- Marketing experience
- Homeschooling experience
- Experience with analytics-driven advertising
- Experience with Facebook Ad Manager

Skills/Knowledge Required:

- Understanding of the homeschool marketing world
- Understanding of Christian market
- Strong organizational skills
- Able to work independently and figure out what needs to be done
- Able to apply marketing concepts to e-commerce environment
- Able to give creation direction
- Strong communication and writing skills
- Good eye for aesthetics and design

- Social media knowledge, specifically Facebook
- Able to analyze marketing and e-commerce analytics and know how to apply the information

The job involves managing/supervising the following areas:

Marketing Analysis and Planning

- Provide ongoing analysis of website marketing data in terms of sales effectiveness
- Develop and implement an annual marketing plan and approach for Compass Classroom and its various products

Sales and Distribution

- Increase sales for all Compass Classroom products, implementing new approaches and methods
- Find and develop new customer bases
- Secure new distributors of Compass Classroom products

Social Media & Blog

- Oversee and populate all social media platforms (currently FB, Pinterest, Instagram), as well as other applicable social media platforms
- Use experience to optimize content strategy and schedule
- Grow social media presence
- Increase social media lead conversion
- Oversee the blog both by writing original content as well as supervising posts by guest bloggers
- Target blog content for SEO and social media appeal

Affiliates & Focus Group

- Oversee and develop the Compass Classroom affiliate program
- Regularly communicate with affiliates to foster relationships and ensure that they are promoting our products
- Plan affiliate ads/promotions and work with graphic designer to create, etc.
- Communicate with the Focus Group as needed for product and marketing feedback

Reviews and Advertising

- Oversee the blogger and magazine review process for all products
- Use relationships and prior experience to increase reviewers
- Manage Facebook ad campaigns
- Identify advertising channels and opportunities

Emails

- Grow email list and increase sales conversion
- Plan and write marketing emails to customers
- Oversee design of marketing emails, including auto-responders
- Setup auto-responders for key products and purchases, and establish sales chains

Website

- Assist others in the company to help maintain e-commerce website, including updating pages, writing copy, etc. as needed
- Ensure website content is optimized for SEO and social media sharing

General Creativity

- Think through annual campaigns and ideas for marketing Compass Classroom products

For additional information or to apply for the position, please email info@compasscinema.com with your resume and a cover letter explaining your interest in the position.