



ROLE DESCRIPTION TEMPLATE MARKETER



Hello From Crewmojo

At Crewmojo we offer a flexible performance management platform that feels like we built it just for you. One of the ways we do this is to offer 100 plus customisable digital templates within our platform to help you build a simple, modern performance experience that just makes sense to your people. We hope you get maximum value from this simple and easy-to-use template.

Mark & Crew
@ Crewmojo



What we do

We offer a flexible performance management platform that feels like we built it just for you. Create a flexible easy-to-manage performance system with customisable digital templates that make it easy to launch & build adoption.

We are known for our modern, simple, intuitive employee experience, an easy-to-use platform made for people. Fully responsive across mobile and desktop. We empower HR people to create amazing performance experiences.

About Our Platform



**Trackable
Goals**



**1-on-1s &
Check Ins**



**Feedback,
Praise & Surveys**



**Performance
Reviews**



About the creator

The Good and Bad project at Wildbit is our small way of looking at the key roles and laying a clear vision of the factors that determine whether someone is good or bad at their role.

Inspired by Ben Horowitz' Good and Bad product manager while together on a retreat in Philadelphia, we established definitions for each of our roles at Wildbit about what attributes, attitudes, and skill sets are key for determining whether someone is good or bad at their job.



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HERE](#)

Marketer

This document describes the role by focusing on good and bad behaviours to clearly indicate what success looks like. It has been open-sourced from the Wildbit Good Bad Project

Role:	Marketer
Level:	Individual contributor
Skills & Behaviours	Storyteller
	Customer Focused
	Data Driven
	Communicators
	Competition Aware
	Messaging Focused
Credit	Wildbit Good Bad Project

Story Teller

Good marketers recognize that it's more about people and customers than the product or service being marketed. They communicate a relevant story, one that resonates with their target audience.

Bad marketers use a megaphone to shout largely about themselves and their product.

Customer Focused

Good marketers focus on understanding and solving customer pains. They take the time to focus on reaching the right customers, and they're aware that what they're selling may not be for everyone.

Bad marketers focus on features and checklists and will blindly sell to everyone.

Data Driven

Good marketers use data to inform decisions rather than make decisions. They understand the full sales cycle and value a small number of highly qualified leads over a large number of low-quality leads.

Bad marketers either don't rely on data at all or they let the data make all of the decisions for them. Bad marketers care more about the quantity of leads than the quality.

Communicators

Good marketers understand that they're a part of a larger team. They communicate and coordinate carefully within their organization. They recognize that what they say and how they say it affects the whole team.

Bad marketers tend to work in a vacuum. They do everything they can to inflate results without concern for how it may impact the rest of the team.

Competition Aware

Good marketers are aware of the competition and alternatives in their space, but they remember that it's still ultimately about the people using the product.

Bad marketers focus on the competition to the detriment of the people using the product, and they treat sales as a zero-sum game.

Messaging Focused

Good marketers take time to craft the right words that help customers understand and make decisions.

Bad marketers string together buzzwords and jargon without clearly communicating with potential customers.

Contact us

Contact us to talk about the ways we can empower your HR team to create a performance experience today.

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