

Job description:

Marketing Manager, Unstuck

We are looking for an experienced, positive-thinking professional who is comfortable in both strategic and hands-on roles for an exciting new consumer-facing digital brand. In this newly created position, you will work from the ground up to:

1. Spread the word about our brand, Unstuck
2. Grow audience for Unstuck digital properties, and later for offline events
3. Establish and grow a strong social presence online

Initial focus will be to build and drive awareness, adoption, and usage of the Unstuck iPad app and website. This will include:

- Strong positioning of the brand within the competitive landscape
- Drafting and executing annual marketing plan
- Managing social and traditional media outreach and relations, including self-published and syndicated blogging, social network presence, etc.
- Monitoring and responding to user metrics and feedback
- Implementing audience development tactics such as SEO, SEM, and newsletters
- Tracking and communicating industry trends

You will collaborate closely with the Unstuck team to ideate ways to build the brand through traditional and digital means, and then execute and monitor marketing efforts from start to finish.

This key position requires seven years of results-oriented marketing experience, flexibility, and a positive outlook. Other requirements include:

- Broad media contacts
- Digital savvy and social media expertise. You tweet, you Facebook, you are a Google+ early adopter
- Expert understanding of digital metrics and how to analyze them into actions
- Energetic self-starter, creative thinker, and problem-solver
- Strong communication skills: written, spoken, and presentation
- High standards. We continually aspire to greatness
- Excellent organizational skills and ability to manage multiple priorities
- Bonus points for knowledge of the self-help and personal development markets

SYPartners

Unstuck is a consumer brand that provides innovative digital and mobile tools, coupled with a vibrant community of “Unstuckers” to help people move beyond their stuck moments and toward a better life. It is powered by the intelligence of SYPartners, a boutique consulting firm that partners with CEOs and their executive teams to help solve some of their largest and most complex challenges.