



## Learning in Action Technologies (LIAT)

**ISO - Stellar Marketing and Customer Experience Manager**  
**Salary: \$45,000-57,000 (depending upon experience)**

### Who is LIAT?

LIAT is a small company with a big vision – a world in which people are present and conscious to the choices they are making and the impact they have on themselves and others - world in which we are both connected with and separate from each other, recognizing that we make up a whole. We aim to transform people’s understanding of themselves in a way that creates more choice and more possibility for their lives.

LIAT is a MD based company, however the company is completely virtual, doing business in all 50 states as well as Canada. We are tiny, mighty team - 2 full time staff, one part time staff and two adjunct trainers.

### LIAT’s Why?

We catalyze the advancement of leaders by developing and supporting those who catalyze them.

---

### What does that even mean?

We believe that we are all shaped in relationship. Our past relationships shape our perception of the present and our anticipation of the future. Under stress (and BTW, we are all almost always under stress of some kind), we tend to react in non-conscious ways based upon patterns developed from past relationships. And we make choices based upon bad or incomplete information, that don’t get us what we want. LIAT is dedicated to helping people make their non-conscious patterns, conscious, so that they can become aware of them, and have access to more choice and become the person, leader, partner, parent, that they want to be.

We have designed an instrument that reveals our hidden internal patterns under stress, which have evolved over a lifetime, the result of our life experiences. We train people (coaches, consultants and experts in leadership development) on the interpretation of the instrument and sell the instrument to professionals who provide it to their clients for personal and professional growth.

In this shockingly revealing time in the US, it has never been more important for us as citizens, as a nation to come together. We believe we have a part in doing that.

---

### Stellar Marketing and Customer Experience Manager Profile

We are in search of someone who is in search of us (and just doesn’t know it yet). We are in search of a Stellar Marketing and Customer Experience Manager. That’s “Stellar” as in “**marvelous, outstanding, first class, superb**”. Individuals without that quality of performance will be unhappy in this role.

[www.learninginaction.com](http://www.learninginaction.com)

alison@learninginaction.com



**This position is ideal for someone who:**

- Wants to do well by doing good in the world - wants to make a difference
- Wants to make a transition to working remotely, with increased flexibility
- Wants to create/deepen their expertise in a subject matter, marketing, that will serve them well for years to come

The person we are seeking is someone who embodies certain attributes and attitudes that align with the company. Who the person is, is more important than what they've done.

**We are in search of someone with the following:**

*Attributes/attitudes:*

- Wants to do work that is meaningful and is more than a job
- Prefers to work from home and is able to do so efficiently and without distraction
- Possesses strong and flexible boundaries, values time away from work **and** will do whatever it takes to get the job done accurately and on time
- Is thick skinned and is open and accepting of feedback, even when hard to hear
- Is excited by the prospect of working in an organization with exceptionally high standards
- Possesses exceptional emotional intelligence and can work with paradox
- Is a self-starter, takes initiative, does things because they make sense and will help, not because asked
- Is knowledgeable, resourceful, doesn't have to be told how to do things
- Possesses a sense of urgency and timeliness
- Takes responsibility for own work, admits mistakes
- Is welcoming and expectant of change
- Possesses and uses exceptional judgment
- Is ultra-organized
- Is tech-forward (meaning unafraid of and embracing new technologies of all types)
- Is warm, caring and values relationships
- Works quickly and thoroughly, consistently checks own work for accuracy
- Utilizes the 80/20 rule – knowing when 80% will do and when 100% is needed
- Is comfortable working independently with minimal interaction



### *Skills/Abilities*

- Excellent writing skills
- Picks up new skills quickly
- Adept at using Word, Excel and Powerpoint
- Has knowledge of social media like FB, LI and Twitter and how to use for maximum effect
- Has ability to create content for social media from existing training materials
- Is comfortable working with numbers
- Is adept at planning and planning processes and project management

### *Experience*

- Has over 7 years of business experience, understands what drives a successful businesses

---

### **Stellar Marketing and Customer Experience Manager**

The responsibilities of this position could potentially scale up depending upon the talent, capability and desire of the person. As a starting point, this is what it would look like:

- Hours: ~40 hours/week. General business hours, however we tend to be flexible. Results are more important than time schedule.
- Location: Virtual (at your home ideally in MD or VA.)
- Note: This is a great role for someone who wants to work, and prefers high flexibility. It's not a good role for someone who wants to clock out at a certain time. While we believe in maintaining focus on family, friends and our personal lives, we have a commitment to our clients and to each other that means that sometimes the work needs to be completed during unpredictable times.

### **Marketing Role:**

Goal 1: To develop and sustain a consistently predictable means of attracting and retaining new clients. Our engagement with existing clients and referrals is high. The open territory lies in the strategies and tactics that lead to new clients from non-referral sources.

Goal 2: To develop the LIA brand into a respected, trusted resource for training, community and development among coaches, consultants and LD professionals.

Goal 3: To increase the lifetime value of our clients, creating longer, stronger, more engaged and valuable relationships.



Initiatives supporting these goals would include:

- Developing a strategy for using conferences as a channel for client acquisition
  - Identifying conferences
  - Identifying compelling topics for speaking
  - Managing the proposal process for getting speaking gigs for President
  - Managing and driving the process and performing the implementation of conference booth strategy for obtaining and following up with leads
- Developing and implementing a strategy and process for using content to develop relationships that lead to new clients
  - Developing strategy and process
  - Assisting in the development of content
  - Following up on leads
- Developing and implementing a strategy and process of identifying coaching schools and their continuing education programs for alums as a lead gen source for new clients
  - Developing a target list of coaching programs
  - Approaching those programs to determine if they have continuing ed
  - Setting up speaking opportunities
  - Following upon leads
- Developing and implementing a plan and a process for retaining, recognizing, and rewarding our top clients
  - Identifying top clients
  - Determine how we can retain and recognize them in a way that increases customer lifetime value
- Creation and maintenance of a marketing calendar across all trainings and promotions
- Being a liaison with marketing consultants the company engages
- Developing and implementing a strategy and process to drive social media engagement and create more engagement with the brand

## **Customer Experience Manager**

Goal 1: To deliver to clients a consistently easy, convenient, error-free, educating customer experience.

Goal 2: To create customer intelligence that allows us to better customize the customer experience and to better partner with our clients in creating opportunities for each other.

- Implementing a new CRM system and creating a plan and processes for how to use it to learn more about our customers and how we can relate to them
- Determining how we can eliminate as many customer requests as possible by making them unnecessary
  - Tracking customer requests
  - Creating systematic solutions
- Responding to all client requests in a timely, professional manner
  - Responding to virtually all requests within 24 business hours
  - Being empathetic, warm and caring with clients, even when it's hard to
  - Recording transactions accurately within QuickBooks
  - Following up with clients as needed for payment



**Note:** Daily client engagement is part of this role for the first few months (until system redesign is complete), fielding daily calls and emails from client with questions, comments, requests. It's requires ~ 1-2 hours/day and varies greatly.

### **Utility Player**

In a small company, everyone does everything. As a team player, responsibilities as needed would include:

- Setting up meetings as needed
- Researching the best technology to solve a given problem
- Responding to customer service inquiries
- Writing copy
- Recording expenses