

Marketing Maverick:

Pink Panda is growing & the founder (that's me, Hayden) needs to find their Marketing Development manager to grow this company with.

Over the description I'll share:

The story of Pink Panda,

The vision,

The values &

A bit about the role, which let's face it, is the least important thing- can't do your best work unless you love where you're working.

The story of Pink Panda

I have a grounds maintenance company, in growing that I discovered I had a passion for marketing & branding, we got really good at it- to the point my dream prospects would ask "when can you start?" After only a short while of me in their garden. AND, my dream employees would be dying to know when they could start, perfect. Only, I was terrible retaining staff (I'm not evil, I promise)

All this was achieved because I made huge amounts of content, videos, articles & more answering my prospects questions, & in time we began using this content within our sales process- it just made it easier & easier to close clients.

Problem was, it's time consuming. I started to think 'I wish a company existed that could take my vision & create an entire portfolio of content to draw the people I need to bring that vision to life.' & there was born the idea for Pink Panda...

I didn't want to have to explain all the content I wanted & why, I wanted an expert to ask my vision & create it!

We started 18 months ago with content packages, all designed on efficiently learning our clients' goals, then putting them on camera to do one recording, & turn that into an entire portfolio of content (video, image & written) to be utilised within their socials, site & sales. As I worked with more clients, I kept trying to evolve the service to be more helpful. I introduced a marketing strategy consult for those that couldn't afford the content packages, & started to wonder could Pink Panda not do it all, manage everything?

And that's where you come in...

The Vision

Whenever I think of marketing companies I get the thought of: "Tell us the clients you want & what services you offer & we'll go get them for you" which is helpful, but I want to create a service much more embedded.

A service where we work directly with the founders, understand their business plan, their personal goals & their challenges, & from that craft a marketing strategy to accelerate their goals & reduce their challenges & draw in all the people they need to bring their vision to life: clients, partners, employees. Helping them evolve their service offering to be client solving focused & ensure their offerings are layered to help prospects become clients, & keep transacting. We'll become embedded in their business, as though we are their CMO.

Success is every. Single. Client. Becoming a screaming fan of Pink Panda.

Within 3 years I want Pink Panda to become a team of 12, with a managing director & 2 managers managing 2 teams each. With a team absolutely smashing it, both in their career & personal life, feeling fulfilled & happy. And, everyone in the team getting a slice of the pie (equity). We'll all build this together, & all get to reap the rewards... & the stresses (sorry about that)

Why do I want to eventually have a managing director? Because I have a 100 year goal in life, that I need to focus on...

My top secret masterplan, sssssh 🤫

- Build Pink Panda to a company that grows itself within 3 years. Either as a boutique business, or scale it to a medium business with ~50 people & C suite team.
- I then have ~4 other companies I want to build using the same method, PP will be the catalyst to build up their demand.
- Form a Group with the ~5 businesses, that all play a part in scaling a business (Marketing, backend Ops, sales, Hiring/retaining people) They're all designed to provide a similar service; "don't tell us what you want in our service, tell us your goals & we'll provide the service that accelerates it."
- The Group to start acquiring businesses that have lost value or the owners wish to retire from- Increase their value by putting them through the services of our Group. Then hold or flip them.
- Turn the Group into a ~£1,00,000,000,000 business.
- Form a Trust that works on creating a system to provide all humans with access to free: Warmth, Shelter, Clean Water & Nutritional Food. Ensuring all of humanity has the basic fundamentals met (I have a plan for this)

The Values

So what type of people are needed to bring this vision to life?

Ultimately, my life & business philosophy is 'be helpful'... apparently my brain decided to run with that & make it a global goal.

In Pink Panda, & every business I will build, I have 7 guiding principles:

1. 1 in 400 Trillion.
2. The best part is no part; the best process is no process.
3. Rubik's cube phenomena.
4. Walk the factory line.
5. Proactive, effective.
6. Pink Panda is here to support your purpose & fulfilment.
7. The 100-year goal.

To learn what the Guiding Principles mean click to watch the video:
<https://youtu.be/5QcUSZLJsII?si=L1Mgi86posKHAR0q>

A bit about the role...

Well, if you're still reading & aren't bored or put off yet perhaps you are the person I'm looking for.

Pink Panda needs a team, currently it's me full time with a few freelancers, but to scale this into the company we need wonderful people, passionate people.

Initially, I'd like the(your?) role to be freelance to test the relationship (I can be difficult to work with) to make sure we get along & enjoy working together before becoming a full time employee. We'll be focusing on:

Building a waiting list for the retainer service, ideally you'd have a network of contacts we can reach out to for market research & building the waiting list. Work together to attract & retain the team. Again, ideally you'd have a some people in mind that could join us... we've eventually got ~50 people to find. Provide the Marketing Strategy Consults between us.

Try not to drive each other insane... well, just insane enough that we create something truly maverick all together.

Before you go getting all excited about this role, just know I am a challenge...

I care about results, I will suffer every day to get what I'm working towards & don't always realise I can make others suffer too.

I will be critical & blunt, but I want you to be critical & blunt to me too.

I am obsessed with my goals & bringing them to fruition.

I rarely celebrate the wins, I'm always looking for what's wrong & needs to be iterated & improved.

I am determined to bring my plan to life, it will be fluffing hard work, & will take an army of people all pushing in the same direction, but every human deserves their basic fundamentals met... & apparently the collective intelligence of humanity hasn't solved it, so here we go!

Back to the present...

As a retaining service my idea is a Marketing Manager (could that be you?) will head up a 'Web Wizard' & 'Socials Sorcerer' who between them will take your Marketing Strategy for the client & create all the digital assets (website, landing pages, questionnaires, email campaigns) & all the content (videos, pdfs, blogs, etc) to manage it all for the clients, learn & iterate what to improve to get better & better results.

As a final thought...

Every great leader has their right hand person (I'm left handed so I guess I need my left hand person!) so in order to become that great leader I need to find that person, I'm Frodo looking for my Sam... let's just hope we don't need Gollum to make this happen!

If this sounds like something you're up for, drop my hiring assistant Sam an email & tell us your thoughts:

pinkpandaapplicants@gmail.com

Oh, & pay:

Full time employment, starting early 2025

£30K base

Qualifying for performance pay after 6 month probation

Qualify to purchase company shares after 12 months

I look forward to hearing from you.