

# Client Rebrief Email Example

For use post client meeting.

Hey Chris,

Great to meet you!

As promised, a recap of our discussion about the Marketing role and outline the objectives, goals, and the type of candidate I'd be looking for if we were to go ahead on partnering for this position.

## Recap:

- Currently, the company has 25 employees and is making its first hire in the Marketing department after trailing a few outsourced options over the years.
- We discussed that the MD may have a shorter-term perspective, so it is essential to find a strong marketer who is capable of not only developing a strategy & executing on it, but have the ability to sell this to the leadership team and keep it on track, instilling confidence in marketing.
- We discussed part-time employment (3-4 days a week) is likely the best fit.
- The salary range for this role is between \$120,000 and \$140,000 per annum inclusive of super
- You have already done groundwork on market, customers and brand messaging, which will help with this role in particular allowing the marketer to hit the ground running on projects rather than spending months on developing/understanding the brand/voice of customer etc.
- We need someone who understands b2b marketing, is super confident in their ability, can engage with the leadership team to bring them on the marketing journey and stay the course and executive on the plan!

## Overall Role:

The role encompasses a wide range of responsibilities and objectives. Here is a an overview:

## Strategy and Planning:

- Develop a comprehensive marketing strategy.
- Create a clear roadmap for executing marketing initiatives that drive results.
- Be responsible for both short-term and long-term planning

## Brand Awareness and Positioning:

- Enhance visibility and brand awareness within the B2B market.
- Develop and implement strategies to position your business as a thought leader in the industry.
- Craft messaging and content that resonates with the target audience.

Innovative and creative recruitment courses.

#### **Lead Generation:**

- Implement lead generation strategies to drive new business opportunities.
- Collaborate with partners and leverage their resources to generate leads.
- Develop and manage lead nurturing campaigns to convert prospects into customers.

#### **Content Development:**

- Create a variety of content types, including blogs, whitepapers, case studies, and videos.
- Ensure that content aligns with the businesses messaging and appeals to its target audience.
- Utilise content marketing to establish authority.

#### **Marketing Technology:**

- Manage and leverage marketing technology, including Salesforce and Pardot Marketing Cloud, for newsletters and campaigns.
- Implement and optimise marketing automation to streamline lead management and customer engagement.

#### **Collaboration and Leadership:**

- Play a pivotal role as part of the leadership team.
- Confidently present marketing strategies and plans to the leadership team.
- Collaborate with cross-functional teams, including Sales

#### **The Ideal Candidate:**

- A strategic-minded Marketing professional with a proven track record in developing and importantly, executing successful marketing strategies for an SME business.
- This individual should have prior experience in the B2B sector and be well-versed in the nuances of B2B marketing.
- Strong leadership and communication skills are essential, as the candidate will be part of the leadership team and should be able to articulate their marketing vision.
- Problem-solving skills, adaptability, and a proactive mindset are key attributes that align with your culture

#### **Next Steps:**

If you did want to go ahead with this position, I would need our terms signed off with our retainer paid. I will then begin by crafting a detailed job description that encompasses all aspects of the role, as well as record a video job ad promoting the position and initiating the recruitment process. You will get weekly updates of progress and full exposure into who we have longlisted for the role.

#### **Timeline:**

Given the nature of this role and my strong network within this space, I would estimate to have this assignment completed (contract signed by candidate) within 6 weeks.

**Innovative and creative recruitment courses.**

- Wk 1 – Targeted headhunting & advertising**
- Wk 2 – Approaches made to longlist of candidates**
- Wk 3 – Internal interviews with shortlisted candidates**
- Wk 4 – Interviews with you (Estimated 3 candidates)**
- Wk 5 – 2nd stage interviews**
- Wk 6 – Offer negotiation & contract signed**

**Regarding my background:**

**(<https://www.linkedin.com/in/ezkhan/>)**

**I bring over 14 years of recruitment experience, primarily focused on sales and marketing roles. My passion for marketing extends beyond my professional career, as I have actively led the marketing activities within my previous roles and even in my entrepreneurial ventures.**

**In addition to my recruitment expertise, I also operate a recruitment training business called Hume Scope ([www.humescope.com.au](http://www.humescope.com.au)). Over the past two years, Hume Scope has successfully trained more than 1,000 recruiters through paid courses, showcasing my in-depth knowledge of recruitment.**

**My hands-on recruitment experience spans nearly 14 years, during which I have had the privilege of managing and mentoring over 150 recruiters. Throughout my career, I have successfully placed more than 500 candidates into various positions in both Australia and the UK.**

**I take pride in my straightforward approach and commitment to transparency throughout the recruitment process. If a particular strategy or approach isn't yielding the desired results, I will tell you. Communication and collaboration with clients is how I work. I prefer to work as a partner rather than an external service provider.**

**P.S. I always recommend going with a recruiter you genuinely vibe with. If you feel that's not me, no hard feelings at all! I'm well-connected in the industry and can happily point you in the direction of some other great recruitment agencies across marketing. 😊**

**EZ**

**Innovative and creative recruitment courses.**



**[Follow us here for tips and tricks to support your recruitment career!](#)**