

ALIGNED GROWTH MANAGEMENT

Chief Operating Officer

Job Description & Scorecard

About Aligned Growth Management

[Aligned Growth Management](#) (AGM) is an influencer marketing agency that serves established DTC and retail brands. We design, scale, and optimize influencer programs for 8- and 9-figure brands — helping them sign hundreds of creators, acquire customers efficiently, and grow their business. Our clients include brands like Ghost, PopSockets, and HexClad.

AGM operates on the EOS (Entrepreneurial Operating System) framework. We are a lean, high-performance team with a focus on process, accountability, and results.

Core Values:

Ownership

Our whole goal for our clients is to drive results. We take extreme ownership of our successes and our failures. This creates accountability and progress for ourselves and our clients.

Learning & Personal Development

Always be learning. We become better leaders when we deepen our learning and our progress as individuals. We believe in investing in books, courses, conferences to help us become better at our job and in our families.

Integrity

We have a high standard in the projects we take on, the way we do business. We have a strong faith based family values culture. If you're looking for a great example, look to the principles and the person of Jesus Christ.

Humble & Hungry

We love working hard, we also don't hold ourselves too highly. Combining the attributes of being Humble and Hungry we stay ambitious and are willing to take feedback in order to get better.

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Have Fun

We love to work hard and play hard! We believe in rewarding ourselves with experiences, and planning ahead for things to look forward to. Having fun reminds us life isn't all about work, it's about the journey together.

Role Overview

The Chief Operating Officer is the integrator of Aligned Growth Management. Reporting directly to the CEO, the COO is responsible for translating the vision into execution — owning the day-to-day operations of the agency, leading the team, and ensuring every department is running at a high level.

This is a senior leadership role for a proven operator who thrives in a fast-moving agency environment, loves building systems, and has a strong bias toward results. You will own the entire agency, from sales and marketing to client delivery, team performance, hiring, finance oversight, and process optimization.

The right person is not just an operator; they are a leader who can hold the team accountable, solve complex problems, and help drive AGM toward its mid 7 figure revenue target.

Desired Results

The COO will be accountable for three primary outcomes:

- Drive profitable revenue from low 7 figures to mid 7 figures in 3 years.
 - Net +1 new client per month at \$10K+ avg MRR, moving clients to longer contracts, and maintaining EBITDA margins
 - Drive marketing and sales teams to generate new opportunities and close more business.
- Client retention and satisfaction — keeping client churn below 10% monthly and driving referrals through exceptional delivery and increasing lifetime value per customer
- Operational excellence— a healthy, accountable team running clean processes so the CEO can focus entirely on strategy, and growth

Key Responsibilities

Business Execution

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- Own the weekly Client L10 & Business L10 meeting — lead IDS, hold the team to Rocks, and track Scorecard metrics
- Execute the annual business plan and hit revenue and profitability targets
- Integrate all major functions of the business: Client Fulfillment, Sales and Marketing, and Finance
- Sales oversight & systems ownership — The COO owns accountability for the sales function (pipeline, tracking, systems) without being the one on sales calls. Manage the machine, not running deals.
- Ensure core processes and SOPs are followed across the entire team
- Drive the agency toward longer contract structures with all new and existing clients
- Help staff and scale up new service lines (Tik Tok Shops) and existing service lines (CPG Retail support, Whitelisting services, product seeding)

Client Delivery & Retention

- Support our head of client relationships to improve retention. Maintain relationships with key clients, attending in-person meetings and QBRs as needed
- Drive referrals by creating consistently excellent client experiences
- Identify upsell and expansion opportunities within the existing client base
- Stay current on influencer marketing industry trends, platform changes, and creator economy shifts

Team Leadership

- Lead, manage, and hold all direct reports accountable to their Rocks and KPIs
- Conduct weekly 1-on-1s with all direct reports (Head of Client Services, Biz Dev, Finance Controller)
- Oversee hiring from writing job descriptions to onboarding, in partnership with the CEO
- Oversee team professional development including earning structures, growth plans, and leadership coaching
- Build and reinforce AGM's team culture: celebrations, accountability, and team cohesion
- Manage team retreats, company calendar, and key cultural moments

Finance & Profitability

- Review and own monthly P&L alongside the CEO — optimize agency costs and delivery margins
- Manage bookkeeping firm and financial controller
- Identify opportunities to improve profitability through automation, AI tooling, offshore talent, and workflow efficiencies
- Manage vendor relationships and negotiate key contracts (tech platforms, contractors, etc)

Systems & Technology

- Evaluate, implement, and manage tools that improve agency efficiency (ClickUp, influencer CRM, AI platforms)

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- Ensure the full team is trained and proficient in the tech stack
- Build and maintain a living SOP library — every core function should be documented and repeatable
- Identify and pilot AI and automation solutions that reduce delivery costs

What We're Looking For

- 5+ years of operations leadership experience, ideally in a marketing agency or DTC environment
- You are a driver, you make others around you better.
- Proven track record of hitting revenue and margin targets as a senior operator or second-in-command
- Deep familiarity with EOS / Traction or a similar operating system (preferred)
- Experience managing a team of 10-30 people with high accountability standards
- Strong understanding of influencer marketing DTC / CPG ecosystem, creator economy, or performance marketing
- Comfortable in a lean, fast-moving environment — you build the systems while executing in them
- Excellent communicator — you set clear expectations, give direct feedback, and keep the team aligned

Compensation & Structure

Type: Full-Time, Salaried + Performance Bonus

Base Salary: Competitive, based on experience

Bonus: Tied to agency MRR, EBITDA margin, and client retention targets

Location: USA candidates only. Fully Remote.

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COO Scorecard

Key Performance Indicators & Targets – 2026

The COO is measured weekly, monthly, and quarterly against the following KPIs. These roll into the AGM Busienss L10 Scorecard and are reviewed every Monday.

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Category	KPI	Target	Cadence
Revenue & Growth	Agency MRR	Hit MRR target by EOY	Annual
Revenue & Growth	Net New Clients Closed	+1 net new client/month at \$10K avg MRR	Monthly
Client Retention	Client Churn Rate	<10% MRR churn per month	Monthly
Client Retention	Referrals Generated via Agency Partners / Clients	>15 qualified referral/month	Monthly
Finance & Ops	Agency EBITDA Margin	Hit Profit Targets	Monthly
Finance & Ops	AI / Automation Cost Savings	>\$10K/mo in efficiency gains by Q3	Quarterly
Team & Delivery	Open Rocks Completed On-Time	80%+ Rocks completed by due date	Quarterly

Notes on Scorecard Usage

- All metrics are reviewed in the weekly L10 meeting. Red/yellow items are placed in the IDS queue immediately.
- Rocks are set quarterly during the AGM Quarterly Planning session. The COO owns all company-level Rocks and delegates departmental Rocks to team leads.
- This Scorecard will be revisited and updated at each Quarterly Planning session as AGM grows.

To Apply:

- **Email your resume to recruiting@alignedgrowthmanagement.com with subject line (Name) COO Application**
 - Inside the email please list out your top outcomes produced at your last roles.