

# MIGHTY & TRUE

## POSITION AGREEMENT

**POSITION TITLE:** Manager, Playbook Strategy

**RESULT STATEMENT:** Define the result this position is accountable for producing.

*Result Statement for the Playbook Strategist Position:*

*"The Playbook Strategist is accountable for devising innovative, high-performance yet hassle-free play strategies that seamlessly integrate with our clients' tech marketing needs, leveraging Mighty & True's unique playbook methodology to fuel our business growth and our customer's business growth."*

**WORK LISTING:** Following are all strategic and tactical work for which this position is accountable.

**Reporting Positions:** These positions report directly to this position and are accountable for producing the indicated result(s):

1. N/A

### Strategic Responsibilities

- **Strategic Play Design and Innovation Leadership:** Develop, refine, and innovate playbooks, plays, and creative snaps that align with clients' business objectives and the latest B2B and technology marketing trends.
- **Performance Monitoring and Continuous Improvement:** Track the effectiveness of play strategies, leveraging insights to continuously enhance and align with market dynamics and client goals.



- **Internal Collaboration and Culture Building:** Collaborate with internal teams to foster innovation and ensure comprehensive understanding and integration of the playbook methodology.
- **Client Engagement:** Build strong client relationships, becoming a trusted strategic advisor, while aligning our play strategies with their broader business goals and articulating the unique value proposition.
- **Brand Integrity and Compliance:** Ensure all play strategies adhere to Mighty & True's brand values, focusing on delivering high performance, low hassle solutions.
- **Scalability and Efficiency Planning:** Focus on developing strategies that are scalable and efficient to implement, facilitating growth for both Mighty & True and our clients.

### Tactical Responsibilities

- **Playbook Execution:** Work with the customer success and creative teams to implement the strategic playbooks, plays, and creative snaps, ensuring they are delivered on-time and meet the objectives of the customer's strategy.
- **Performance Monitoring:** Conduct regular analysis to measure the performance of our strategies, identifying opportunities for optimization and improvement..
- **Client Communication:** Facilitate regular status updates, meetings, and presentations with clients to report on the progress and performance of the play strategies.
- **Process Improvement:** Identify and implement tactical process improvements to enhance efficiency, scalability, and overall client satisfaction.
- **Business Development Support:** Actively support business development efforts by building new strategies and tactics to pitch and proactively set up new business meetings, leveraging expert knowledge of our playbook methodology to demonstrate the unique value we bring to potential clients.
- **Proposal Development:** Create, estimate, and finalize the list of recommended tactics and pricing for each client proposal, ensuring they align with the strategic objectives and provide value to the client.



**STANDARDS:** Following are the quantity, quality, and behavior standards for which this position is accountable.

**Position Specific:**

**Quantity Standards:**

- Number of strategic playbooks, plays, and creative snaps developed and implemented.
- Number of clients successfully managed simultaneously.
- Number of tactical improvements identified and implemented.
- Amount of new business contributions, measured by successful pitches or deals won.

**Quality Standards:**

- Client satisfaction levels with the strategic play designs, as measured by surveys or feedback.
- Effectiveness of play strategies, measured by performance metrics like lead generation, conversion rates, or client-defined KPIs.
- Consistency and compliance of tactical deliverables with Mighty & True's brand guidelines and client specifications.
- Quality of communication and interactions with clients and internal teams, as assessed by feedback and outcomes.

**Behavior Standards:**

- Upholds and embodies Mighty & True's values of high performance and low hassle solutions in all activities.
- Demonstrates strong collaboration and communication skills with both internal teams and clients.
- Shows consistent dedication to staying ahead of B2B and tech marketing trends and integrating them into our playbook methodology.
- Exhibits proactive involvement in business development activities and contributes effectively to new client pitches.
- Displays a consistent commitment to process improvement and scalability, actively seeking ways to enhance efficiency.



### **Company-Wide:**

1. All work will be performed in accordance with all government laws, regulations, ordinances, and court rulings in those jurisdictions in which the company operates.
2. All routine work will be documented in an operations manual. The information included in the operations manual is proprietary.
3. All work will be performed according to company policies and standards inherent in all Position Agreements, system action plans, employee manuals, ongoing policy memoranda.
4. Client and company information will be held strictly confidential outside the company
5. All telephone calls, both internal and external, will be returned within one business day and within two hours whenever possible.
6. Manager will be notified in an exception report of any issues to be resolved or deadlines that cannot be met by reporting position, prior to the due date.
7. All innovation will be quantified, tested, and improved, then documented for routine implementation (i.e. well-orchestrated once proven).
8. Problems with any system must be brought to the attention of manager in an exception report, so the system can be improved within the structure of the operations manual.
9. All policy memoranda indicating changes in policy and/or procedure will be stored in each employee's operations manual, until an updated procedure is provided
10. Employees will provide staff assistance as requested; each employee may be asked from time to time to cover other areas of accountability and/or departments
11. All business communications, whether verbal, visual, or written, whether for internal or external use, will be professional in tone and content and in accordance with applicable and existing company policies and standards.
12. Employees will respect each other's time, space, and need for concentration. Socializing and interruptions must not impede workflow.
13. Employees will have weekly, regularly-scheduled meetings with their manager.



14. Employees are encouraged to recommend ideas for the improvement of their department and position that are consistent with the company's strategic objective.

**SIGNATURES:**

**Statement of the position holder:**

I accept the accountabilities of this position and agree to produce the results, perform the work and meet the standards set forth in this position agreement

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Date

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Signature:

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Printed Name:

**Statement of the position holder's manager:**

I agree to provide a working environment, necessary resources and appropriate training to enable the accountabilities of this position (result, work, standards) to be accomplished.

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Date

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Signature:

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Printed Name: