



SALES + MARKETING

# Learning & Development Brochure

# Learning is one of our five **core values**.

As aligners, we maintain an enduring passion for learning. All insights and new learnings are documented, shared, and embedded in our practices. We aim to transform our knowledge from being concentrated in a few minds into a shared and embedded resource for all.

We seek to promote from within, so it's vital that we provide the learning and development support to set our people up for success.

Our training programs include Funnel Academy and the Marketing Training Program, which have been developed to deepen our team's understanding of B2B marketing, the buyer's journey and how every tactic and campaign we develop contributes to a company's marketing engine.

## Funnel Academy™

Funnel Academy details the theory at the core of what we do. It provides the foundations for you to be successful in your work with us.



The **Strategy** course is designed to teach you how to create a business strategy – from brainstorming to execution to action. Over the course of 8 modules, you'll learn about the key elements needed to achieve long-term business success.



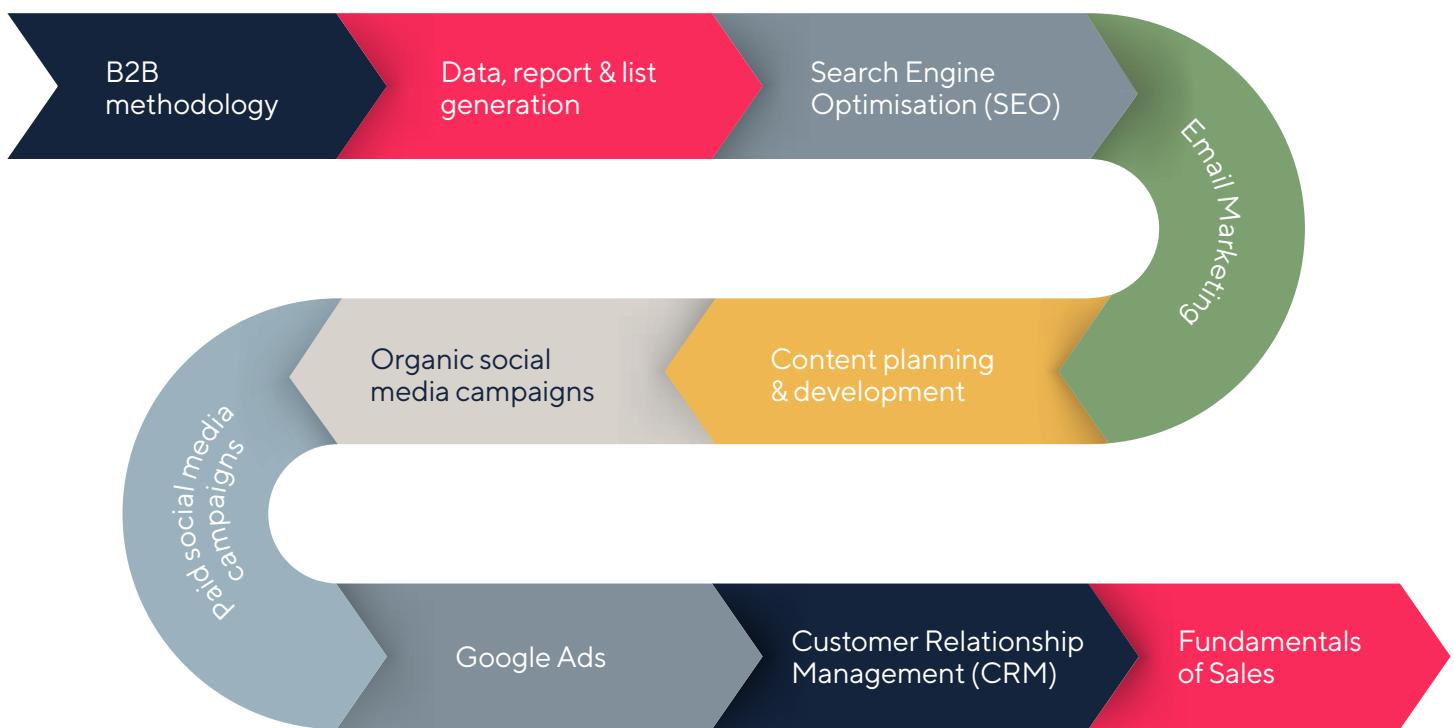
The **Campaigns** course teaches you how to create winning B2B campaigns – from strategy to action. You'll learn about the key elements needed to succeed in your B2B marketing, across 8 modules.



The **Tactics** course is designed to inform best practice across the most common and effective B2B marketing tactics. Throughout the 8 modules, you'll learn when and how to use these powerful tactics.

# Marketing Training Program

In your first twelve months, you'll work your way through a number of learning milestones that will equip you with all the strategic and tactical knowledge you'll need to be a great digital marketer.



## Continuous & collaborative learning approach

Beyond the structured learning and development programs, we are dedicated to continuous learning and development (as our core value of learning can attest).

Pathways to promotion, collaborative sessions over cheese and wine and an internal 'hub' are just some of the ways that align.me facilitates continuous and collaborative learning.

Beyond our internal development programs, align.me makes every effort to approve special professional development requests.



SALES + MARKETING

Ready to  
take the leap?  
**Apply today.**

L2 Suite 5  
281 Brunswick St,  
Fitzroy VIC 3065 Australia

**+61 3 8595 8400**

[careers@align.me](mailto:careers@align.me)

**align.me**