

Position: Digital Marketing Mgr for Professional Services Firm

7 Background:

ON THE MARK (OTM) is a leading global boutique business consultancy specializing in high-impact collaborative organization design solutions. In business for 29+ years with close to 450 successful organization re-designs completed, OTM offers businesses and governments a reliable alternative to modernizing operating models and accelerating real change based on proactive, genuine engagement and change readiness. For more info, go to www.on-the-mark.com

7 Job Responsibilities:

OTM is looking for a Digital Marketing Manager with at least 3-5 years of experience in marketing roles within professional services. The role is responsible for co-developing, leading and implementing a comprehensive and robust digital and offline, inbound and outbound marketing efforts to achieve three core objectives:

1. Increased OTM brand awareness, exposure and positive attention.
2. Generation of pre-qualified leads and queries integral to business development.
3. Attract potential talent.

This is a “hands-on” role requiring the candidate to practically execute key marketing efforts – not just manage others doing it. The ideal candidate will need to be able to demonstrate these skills.

Responsibilities include:

- a. Co-plans, develops and executes digital marketing strategies and tactics through the various social media channels. Channels include, but not limited to LinkedIn, Facebook, Instagram, Twitter, email.
- b. Co-plan and execute integrated outbound and inbound marketing campaigns made up of presentations, briefings, videos, webinars, postings of OTM original content, blog postings, etc.
- c. Proactively monitors and manages social media accounts across multiple platforms. Provides guidance and direction for improvements.
- d. Ensures one OTM voice across all marketing and business development channels and platforms.
- e. Integrates all digital marketing with OTM’s brand and broader marketing objectives.
- f. Identifies, manages, coordinates and executes most website updates and changes.
- g. Coordinates and works closely with OTM website, marketing and recruiting vendor partners.

The role works closely with the Managing Principal and globally dispersed senior consulting staff.

7 Required Skills and Abilities:

- a. University degree in Marketing, Business or related program.
- b. At least three-five years demonstrable experience in developing and executing digital marketing campaigns with positive impact within the professional services industry. Will be required to show evidence of experience through work samples and results.
- c. Excellent working knowledge of various social media platforms and channels.
- d. Substantial practical know-how in leveraging LinkedIn connections and postings.
- e. Experience working in diverse, multi-cultural, global settings with multi-national teams
- f. Possesses excellent writing and communication skills.
- g. Experience in managing online, social marketing, social business and reference sites.
- h. Ability to manage projects and campaigns (Infusionsoft) simultaneously.

- i. Strong interpersonal skills, self-insight and high emotional intelligence.
- j. Build/maintain positive working relationships with customers, marketing professionals, co-workers.
- k. A strong bias towards accuracy and quality, strong work ethic; passionate about marketing.
- l. Excellent computer and technical skills.
- m. Able to work in autonomous work environment; Self-starter, driven and excellent sense of humor.

7 Our Competitive Offer:

1. Competitive salary/compensation based on the candidate's breadth of experience, demonstrated expertise and track record.
2. Participate in business winning and company performance bonuses.
3. Four weeks' vacation plus 5 days personal time.
4. Dental and healthcare.
5. Profit sharing after one year and one month with the company.
6. Virtual working environment; City and location agnostic.

7 To Apply:

Interested candidates should send the following to recruiting@on-the-mark.com*:

1. A cover letter addressing why you are the ideal candidate in response to the success criteria and requirements as stated above.
2. Your resume/CV.
3. Three work samples that demonstrate your experience in digital marketing.
4. Three professional references. They will not be contacted without your prior consent.
5. Your remuneration history and expectations.

*NOTE: Incomplete packets will not be reviewed.

7 Finder's Fee

A finder's fee of \$1000 will be paid out to the person leading us to the selected candidate.