

Position: US-Based Digital Marketing Associate

Overview:

OTM is looking for a hands-on, pragmatic Digital Marketing Associate. Reporting directly to OTM's Digital Marketing Director, the Associate role is responsible for co-strategizing, planning, and executing OTM's marketing plans consistent with the OTM brand, customer experience, values and business. Emphasis is placed on planning, creating, and managing content.

The role is location agnostic but does require a motivated, reliable self-starter with strong aptitude to take guidance and direction to develop, create, draft, and draft blogs, infographics, posts/tweets, materials, e-digests, copy, promotions, and manage marketing and business development projects across platforms.

We're seeking a candidate with a minimum of 1-3 years of experience working on inbound and outbound digital campaigns. A university degree in marketing or related field, excellent verbal and writing skills along with graphic and copywriting skills are required. Attention to detail, working collaboratively and self-organization is crucial. Working knowledge of HubSpot and WordPress is desired.

Company Background:

ON THE MARK (OTM) is a leading global boutique business consultancy specializing in high-impact collaborative organization design solutions. In business for 30+ 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

Job Responsibilities:

The US-based Digital Marketing Associate is responsible for co-strategizing, developing, executing, data-mining and implementing a comprehensive digital marketing plan:

- a. Co-plan, develop and execute digital marketing strategies and tactics through the various digital channels. Channels include, but not limited to LinkedIn, Facebook, Twitter, GoogleAds, YouTube, email campaigns, webinars, postings of OTM original content, blog postings, case studies, landing pages, paid ads, etc.
- b. Proactively track, monitor, data-mine and manage social media accounts across multiple platforms. This includes everything from ideation, graphic creation, copywriting, and scheduling. Make recommendations on improvements.
- c. Translate OTM original content into info graphics (creative) using Adobe and Canva.
- d. Build campaigns (paid & unpaid), manage content, and review data in HubSpot, LinkedIn, and GoogleAds.
- e. Create forms and workflows in HubSpot to support marketing efforts on site and across digital channels.
- f. Manage basic website updates and changes in WordPress. This can include creation of new pages, event information, etc.
- g. Develop video content and edit.
- h. Help plan and promote company events.
- i. Ideate and manage progress of content created by colleagues.
- j. Organize and manage marketing materials.
- k. Coordinates and works closely with current OTM website, marketing and recruiting vendor partners where applicable.

Required Knowledge, Skills and Abilities: The ideal candidate must possess these...

- a. An university degree.
- b. At least 1-3 years demonstrable experience in planning, developing and executing inbound and outbound digital marketing campaigns with positive impact for professional services business(es).
NOTE: Will be required to show and demonstrate evidence of experience through work samples and work simulations.
- c. Excellent working knowledge of various social media platforms.
- d. Comfortable with Adobe programs & Canva.
- e. Possesses excellent copywriting and communication skills.
- f. Ability to manage projects and campaigns simultaneously.
- g. Strong interpersonal skills, self-insight and high emotional intelligence.
- h. Build/maintain positive working relationships with customers, marketing professionals, co-workers.
- i. A strong bias towards detail, accuracy and quality, strong work ethic; passionate about marketing.
- j. Excellent computer and technical skills.
- k. Able to work as a team; challenge, give/receive feedback, proactively communicate.
- l. Able to work in autonomous work environment; Self-starter, driven and excellent sense of humour.
- m. Practical experience working with a CRM; Ideally with HubSpot.
- n. Familiarity with Word Press.
- o. Experience with marketing data and reporting.

Additional Knowledge, Skills and Abilities: a huge plus but not required

- a. Advanced maintenance, troubleshooting, management of plug-ins, and Website Development of OTM website built in Word Press.
- b. Technical optimization of landing pages.
- c. Contact management.

Our Competitive Offer:

1. Competitive salary/compensation based on the candidate's breadth of experience, demonstrated expertise and track record.
 - a. Base salary of \$45-50k based on experience and demonstrated abilities
2. Participate in company performance bonuses.
3. Generous benefit package including flexible/virtual working environment, 20 vacation days plus 5 days personal time, healthcare, profit sharing.

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.

****NOTE: Incomplete applications will not be reviewed.***