

Position: Digital Marketing and Social Media Specialist

7 Background:

ON THE MARK (OTM) is a leading boutique business consultancy specializing in high-impact collaborative organization design solutions. In business for 29 years with 400+ successful organization re-designs completed, OTM offers businesses and governments a reliable alternative to modernizing their operating model and accelerating real change based on proactive, genuine engagement and readiness. For more info, go to www.on-the-mark.com

7 Job Responsibilities:

The OTM Digital Marketing and Social Media Specialist is responsible for co-developing, leading and implementing a comprehensive and robust digital 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.

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 campaigns, webinars, postings of OTM original content, blog postings, etc.
- b. Proactively monitors and manages social media accounts across multiple platforms. Provides guidance and direction for improvements.
- c. Ensures one OTM voice across all channels and platforms.
- d. Integrates all digital marketing with OTM's brand and broader marketing objectives.
- e. Manages all website updates and changes.
- f. Coordinates and works closely with OTM website, marketing and recruiting vendor partners.

The job reports directly to OTM Finance Manager working closely with the Managing Principal and globally dispersed consulting staff.

7 Required Skills and Abilities:

- a. Undergrad degree in Marketing, Business or related program. Will consider a student working towards their degree if they can demonstrate experience in 'b' below.
- b. Two to three years demonstrable experience in developing and executing digital marketing campaigns and positive impact. 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 and maintain positive working relationships with customers, marketing professionals, and 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 We Offer:

- 1. Total compensation/remuneration will be competitive for the candidate based on: breadth of experience, expertise, and demonstrable track record.
- 2. Salary range starting at \$50k.
- 3. Job entails a three-month probation period.
- 4. Participate in business winning and company performance bonuses.
- 5. Flexible, virtual working environment.
- 6. Twenty-days (20) starting vacation time/personal time.

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.

7 Finder's Fee

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