

Position: US-Based Digital Marketing Manager

└ 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 Mgr is responsible for co-strategizing, developing, leading, data-mining and implementing a comprehensive digital marketing plan to achieve three core, measurable objectives:

1. Increased OTM brand awareness, exposure and positive attention.
2. Generation of queries and qualified leads integral to business development and business winning.
3. Positively contribute to OTM employer brand -- attracting potential talent.

Responsibilities include:

- a. Co-strategize, 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, YouTube, email campaigns, webinars, postings of OTM original content, blog postings, etc.
- b. Proactively track, monitor, data-mine and manage 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 efforts with OTM's brand and broader marketing objectives.
- e. Manages all website updates and changes.
- f. Coordinates and works closely with current OTM website, marketing and recruiting vendor partners where applicable.
- g. The role works closely with the Managing Principal and globally dispersed senior consulting staff.

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

- a. A four/three-year university degree in Marketing, Business or related program.
- b. At least five 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. Deep practical knowledge of SEO, backlinks, etc and knowing how to improve SEO.
- d. Excellent working knowledge of various social media platforms and channels listed above.
- e. Substantial practical know-how in leveraging LinkedIn connections and postings.
- f. Work closely with content manager to properly market original content.
- g. Experience working in diverse, multi-cultural, global settings with multi-national teams
- h. Possesses excellent writing and communication skills.
- i. Experience in managing online, social marketing, social business and reference sites.
- j. Ability to manage projects and campaigns (Infusionsoft) simultaneously.
- k. Strong interpersonal skills, self-insight and high emotional intelligence.
- l. Build/maintain positive working relationships with customers, marketing professionals, co-workers.
- m. A strong bias towards detail, accuracy and quality, strong work ethic; passionate about marketing.
- n. Excellent computer and technical skills.
- o. Able to work as a team; challenge, give/receive feedback, proactively communicate.

- p. Able to work in autonomous work environment; Self-starter, driven and excellent sense of humour
- q. Practical experience working with a CRM; Ideally with InfusionSoft by Keap (Campaigns, Reports, Maintenance)
- r. Experience working internationally and working within the GDPR
- s. Must have a current, valid Passport
- t. Ability to lead Marketing presentations with staff
- u. Conduct simple maintenance, troubleshooting and updating of OTM website built in Word Press.
- v. Translate OTM original content into info graphics (creative) for digital marketing purposes.
- w. Ability to Event Plan/Project Manage Executive Briefings for Managing Principal/Staff on a Global level
- x. Extensive experience with data-mining and leveraging marketing analytics platforms including but not limited to
 - i. Google Analytics, Dashboard and Search Console
 - ii. Look Alike Audiences
 - iii. LinkedIn Pixel
 - iv. YouTube Analytics and Lead form/gen Ads
 - v. Custom Intent Targeting ads

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

- a. Bi-lingual, able to converse, read and write in more than one language.
- b. Advanced maintenance, troubleshooting and Website Development of OTM website built in Word Press.
 - i. Forms
 - ii. Linking Forms to CRM (InfusionSoft)
 - iii. Auto Reply emails with requested documents attached (campaigns in CRM)
 - iv. Making sure website and Google Analytics are connected on all pages and seamless
 - v. Managing Events on Events Page of website, including event registrations
 - vi. Managing uploads and downloads from website
 - vii. Managing Blog posts
 - viii. Trouble shooting technical quirks
 - ix. Management of Plug-Ins
 - x. Creation and Management of Landing Pages

Our Competitive Offer:

1. Competitive salary/compensation based on the candidate's breadth of experience, demonstrated expertise and track record. Total compensation package ranges from low \$70k to \$140k*
 - a. *Base salary of \$55-70k based on experience and demonstrated abilities;
 - b. Business winning bonus package ranging from \$17k to \$70k depending on won contracts.
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.

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.

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