



Job Description

Marketing Consultant

The Marketing Consultant will work closely with the UNANIMOUS team and clients to develop strategic marketing plans that are results focused. This individual will focus particularly on developing and implementing successful digital marketing strategies. Strong digital skills, attention to detail, and the ability to manage multiple projects simultaneously are musts. This position reports directly to the Marketing Director at UNANIMOUS.

Digital & Social Media Marketing Focus

- Clearly define and document marketing objectives and business goals.
- Perform digital marketing audits, analysis, analyze target audiences and identify key competitors.
- Develop and implement digital marketing strategies for clients, including but not limited to paid search advertising, SEM, SEO, and creation of content for websites, digital ads, and social media strategies.
- Track, measure, and analyze the progress of campaigns and make adjustments to reach established goals.
- Gather insights and create reports to present to internal team and clients.
- Remain educated and current on new digital marketing trends and technology.
- Develop and implement digital marketing strategies for UNANIMOUS.
- Grow and develop UNANIMOUS social media presence.
- Knowledge of Google Ads and Facebook Ads preferred.

General Marketing Duties & Responsibilities

- Effectively manage budgets, timelines, time logs and tasks of projects from initiation to completion.
- Assist with traditional marketing clients and projects as needed.
- Create estimates, proposals, pitch materials, and participate in presentations as needed.
- Remain educated and current on new content marketing trends and technology.
- Build & maintain positive relationships with team members and clients.
- Play a supportive role in researching and identifying prospective clients.
- Engage in business development activities to upsell current clients or attract new ones.
- Assist with other internal and external marketing duties as needed.

UNANIMOUS Values

POSITIVE: We make a positive impact with a positive attitude. We enjoy working together and operate drama-free. We look forward to making a significant difference for professional organizations on a daily basis.

EXPERT: We are professional, highly skilled, devoted to our craft, and masters of our domain. We pay attention to market trends, stay ahead of the curve, and have the talent, experience, and portfolio to prove it.

TENACIOUS: We are passionate about what we do. We constantly strive to surpass goals, exceed expectations, and stay ahead of the curve. We are built with grit, hustle and a desire to make sure things get done the right way.

COLLABORATIVE: We check our egos at the door and understand that when great minds come together we will produce outstanding results. If you want to go fast, go alone. If you want to go far, come with us — we'll go together.