



## 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 marketing strategies. Strong communication skills, attention to detail, and the ability to manage multiple projects simultaneously are musts. This position reports directly to the Marketing Director at UNANIMOUS.

### External Marketing Strategy

- Develop and maintain marketing strategies for clients - including but not limited to campaigns, media, messaging, copywriting, content, events, traditional/digital marketing, social media, and PR.
- Perform marketing audits, research, analysis, analyze target audiences and identify key competitors.
- Work with the UNANIMOUS team to estimate, present, and deliver recommended marketing tactics.

### Internal Marketing Strategy

- Implement marketing strategies for UNANIMOUS in collaboration with leadership.
- Play a supportive role in researching and identifying prospective clients.
- Develop internal and external marketing/communications content for UNANIMOUS as needed.
- Develop proposals for current and prospective clients and deliver presentations.

### Project & Account Management

- Build and maintain positive long-term relationships with team members and clients.
- Gather marketing insights and create reports to present to internal teams and clients.
- Effectively manage budgets, timelines, time logs, and tasks of projects from start to finish.

### Additional Expectations

- Assist with copyrighting, proofing, editing, and content creation as needed.
- Create estimates, proposals, pitch materials, and participate in presentations.
- Remain educated and current on new marketing trends and technology.
- Build & maintain positive relationships with team members and clients.
- Assist with other internal and external marketing duties as needed.