



## Job Description

### *Senior Marketing Consultant*

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

### Client 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.
- Clearly define and document marketing objectives and business goals.
- Perform marketing audits, analysis, analyze target audiences and identify key competitors.
- Conduct discovery meetings, market research, focus groups, surveys, phone or in-person interviews.
- Develop communication strategies that outline competitive advantages, differentiation, and messaging.
- Recommend marketing or campaign initiatives and document an implementation plan.
- Work with the UNANIMOUS team to estimate, present, and deliver recommended marketing tactics.

### Project & Account Management

- Build and maintain positive long-term relationships with team members and clients.
- Recommend and accurately estimate services to clients
- Track, measure, and analyze the progress of campaigns and make adjustments to reach established goals.
- Gather marketing insights and create reports to present to internal teams and clients.
- Maintain a schedule, and conduct quarterly reviews of clients managed.
- Effectively manage budgets, timelines, time logs, and tasks of projects from start to finish.

### Internal Marketing Strategy

- Implement marketing strategies for UNANIMOUS in collaboration with leadership.
- Play a supportive role in researching and identifying prospective clients.
- Develop and implement marketing and community involvement strategies for UNANIMOUS.
- Engage in business development activities to upsell current clients or attract new ones.
- Develop internal and external marketing/communications content for UNANIMOUS as needed.
- Develop proposals for current and prospective clients and deliver presentations.

### 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.