

## Position: US-Based Global Marketing Director

### Background:

ON THE MARK (OTM) is the leading global boutique business consultancy specializing in high-impact collaborative organization design and operating model modernizations. In business for 33 years with close to 500 successful operating model modernizations completed, OTM offers businesses and governments around the globe a reliable alternative to modernizing operating models and accelerating real change based on proactive, genuine engagement and change readiness. For more info: [www.on-the-mark.com](http://www.on-the-mark.com).

### Focus, Measurable Objectives and Success Criteria:

The sole focus of the Global Marketing Director is to grow the OTM Brand leading to increased demand for our services. The job entails co-strategizing, developing, leading, datamining, and implementing a **comprehensive integrated digital/non-digital marketing plans** to achieve four core, measurable objectives:

1. Increased OTM brand awareness, exposure, and positive attention.
2. Increased business and sales queries leading to increased sales qualified leads fundamental to brand building and business winning.
3. Increased industry/cross-industry, and media requests for presentations, participation in conferences and events, SME placement fundamental to brand building and business winning.
4. Grow the OTM employer brand fundamental to attracting potential talent.

**Success Criteria:** *The ideal candidate has at least seven-to-ten years' experience with increasing responsibilities in brand building and achieving real results. The job entails planning, developing, mining, executing, and measuring impactful global inbound and outbound comprehensive, integrated digital/non-digital marketing campaigns showing positive brand-building results for professional services business.*

### Job Responsibilities:

- a. Co-strategize, plans, develops and executes digital marketing strategies and tactics to drive marketing and sales qualified leads through the various available channels. Channels include, but not limited to social media channels, email campaigns, ad-based marketing, webinars.
- b. Develop, execute and measure a comprehensive, integrated multi-channel approach to marketing.
- c. Develops data-driven and focused marketing campaigns, in collaboration with senior consulting team, including development of OTM original content, blog postings, and other assets.
- d. Work closely with the Managing Principal and globally dispersed senior consulting staff to develop and execute targeted business development in key channels, industry sectors, audiences
- e. Ensures one OTM voice that aligns with OTM brand differentiators across all channels.
- f. Partner closely with the core business, being able to discuss, write and represent the business as well as OTM senior consulting team members.
- g. Proactively track, monitor, data-mine and manage social media accounts and other marketing and busdev channels across multiple platforms. Provides guidance and direction for improvements.
- h. Integrates all digital marketing efforts with OTM's brand and broader marketing objectives.
- i. Manages all website updates and changes.
- j. Coordinates and works closely with current OTM website, marketing and recruiting vendor partners where applicable.

### Required Knowledge, Skills, and Abilities:

- a. A four/three-year university degree in Marketing, Business, or related program.

- b. At least five-seven years demonstrable experience in planning, developing, and executing impactful global inbound and outbound digital/non-digital marketing campaigns showing positive results for a professional services business.

*NOTE: Candidates will be required to show and demonstrate evidence of their experience and success through background check, references, assignment, work samples and work simulations.*

- c. Proven ability to partner closely with the core business, being able to translate front-line consulting services, trends and insights into practical marketing content and campaigns
- d. Deep practical knowledge of SEO, backlinks, etc and knowing how to improve SEO.
- e. Excellent working knowledge of various social media platforms and channels.
- f. Substantial practical know-how in leveraging LinkedIn and CRM connections with practical, topical, and relevant marketing content
- g. Work closely with senior consulting team to properly market original content.
- h. Experience working in diverse, multi-cultural, global settings with multi-national teams
- i. Possesses excellent writing and communication skills.
- j. Experience in managing online, social marketing, social business, and reference sites.
- k. Ability to manage projects and campaigns simultaneously.
- l. Strong interpersonal skills, self-insight, and high emotional intelligence.
- m. Build/maintain positive working relationships with customers, marketing professionals, co-workers.
- n. A strong bias towards detail, accuracy and quality, strong work ethic; passionate about marketing.
- o. Excellent computer and technical skills.
- p. Able to work as a team; challenge, give/receive feedback, proactively communicate.
- q. Able to work in autonomous work environment; Self-starter, driven and excellent sense of humour
- r. Practical experience working with a CRM; Ideally with Hubspot (Campaigns, Reports, Maintenance)
- s. Experience working internationally and working within the GDPR
- t. Must have a current, valid Passport
- u. Ability to lead Marketing presentations with staff
- v. Conduct simple maintenance, troubleshooting and updating of OTM website built in Word Press.
- w. Translate OTM original content into info graphics (creative) for digital marketing purposes.
- x. Ability to Event Plan/Project Manage targeted events for Managing Principal/Staff on a Global level
- y. Extensive experience with datamining 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
  - vi. CRM, AdRoll and similar tools

Additional Knowledge, Skills, and Abilities: A 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 in Word Press.
  - i. Forms
  - ii. Linking Forms to CRM (Hubspot)
  - 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.
  - a. Starting base salary of \$75k-\$90k based on experience and demonstrated abilities.
  - b. Signing bonus of \$2,000 paid out after successful completion of three-month probation period.
  - c. Participate in two performance-based bonus programs: Business Winning and Company Performance. Annual bonus pay can range from \$15k to \$70k
2. Generous benefit package including flexible/virtual working environment, 20 vacation days plus 5 days personal time, healthcare, dental, vision, company profit sharing.

➤ **To Apply Interested Candidates, Send the Following to [mlascola@on-the-mark.com](mailto:mlascola@on-the-mark.com):**

1. A cover letter addressing the "success criteria" located on Page 1 and why you are the ideal candidate in response to the focus, desired results, success criteria and requirements as stated above.
2. Your resume/CV.
3. At least three work samples that demonstrate your expertise in successful brand building and results achieved. Please do not just send "creative" docs.
4. Salary expectations.
5. Three professional references. They will not be contacted without your prior consent.

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