

Marketing & Social Media Analyst

****Please submit your LinkedIn, Twitter profile links (or Facebook if LinkedIn or Twitter not available) with your application.****

OVERVIEW

Our team is searching for a detailed oriented and highly organized professional who is qualified and experienced to support our marketing efforts, working closely with multiple teams to promote and grow our online brand and market reputation.

An ideal person would have all of the following:

1. Marketing and Social Media platform experience in a corporate setting
2. Basic Understanding of IT, Cybersecurity, and management consulting business
3. Personable, with a burning passion to succeed in this role

Majority of the work will be performed at our Alpharetta, GA, US location. Remote work is acceptable for candidates not residing in the Atlanta area. Local candidates can qualify for remote work after at least 6 months of consistent performance, subject to management approval.

Recent or upcoming college graduates, as well as OPT/CPT candidates are encouraged to apply, granted you have at least two years of related and recent experience. We provide a path to H1B and permanent residency for the right candidates in due time commensurate on performance. Training is available on a case by case basis, and this role is open to someone starting out in a part time capacity for the right person, eventually growing into a fulltime role.

Candidates who excel at this role, will be given opportunities to transition into a client facing consulting role over time.

JOB DUTIES

You will be working with other team members to perform the following roles:

- Website, Email & Social Media Campaign Management:
 - Create email marketing and client relationship management campaigns (send emails to prospective clients, business partners, and potential candidates to be interviewed for employment)
 - Manage ongoing social media marketing campaigns; solicit content from the consulting team to post content as needed
 - Perform ongoing administration of social media accounts (Twitter, LinkedIn, Facebook, WhatsApp)
 - Create and/or push content to social media platforms.

- Select, order and deliver promotional items to clients and business partners
- Keeping up with the social media content and brand promotion
- Maintain company blog focused on related subjects and topics.
- Coordinating Content Generation:
 - Generate subject matter content (blogs, web pages, social media posts, emails) with help from consulting practitioners and publish in your name for recognition
 - Research domain-relevant events and news items to generate topics for new content
 - Website content updates
- Reporting and Analytics:
 - Establish and maintain campaign performance metrics in our CRM and other platforms
 - Manage lead scoring statistics and handoff to sales team to follow up with clients
 - Generate and review campaign statistics with company management and implement any campaign improvement guidance
- Event Management:
 - Search and register for local and national or online industry events (webinars, meetups, conferences) to build bridges with the community members and get the word out about the company.
 - Search for and facilitate speaking opportunities for consulting practitioners and manage leads from such events.
 - Organize online events for practitioner communities on various media such as LinkedIn, Twitter, and coordinate setup and delivery of these events.
 - Handle print marketing material and mailers.
 - Attend local events and represent our firm to prospective clients and candidates.
- Client and Market Research:
 - Perform research on potential clients, companies, industries, and other content as needed by the sales and service delivery teams and keep our information current as needed.
 - Conducts market research (domain research, latest event research, competitive landscape research, etc.)
 - Work with cutting edge platforms to automate marketing efforts (Salesforce, ConstantContact, Zoho, Hootsuite, etc.)
- Partner Marketing Coordination:
 - Work with industry partners to setup and deliver joint marketing campaigns, events, and offers to clients.
 - Work with sales team to offload potential leads for pursuit.
 - Manage distributor relationships for marketing purposes.
- Recruitment Marketing Coordination
 - Coordinate with the recruitment team to post and solicit candidates for employment opportunities using marketing campaigns, social media outlets, and website posts.

SKILLS REQUIREMENTS

- Required – English language fluency to the extent that verbal and written communications can be adequately performed
- Required - At least two years of managing corporate social media accounts on LinkedIn, Twitter, Facebook, and other platforms.
- Required - Excellent documentation and process writing skills

- Required – Experience creating mock-ups of website and social media campaigns with content from team members, and at times, generating new content via industry and internet search
- Required – A keen focus and interest in the field of marketing and brand promotion, particularly for professional services organizations.
- Required - Excellent interpersonal skills, proficient at skills of verbal and written communications.
- Desired - Ideal candidate is either pursuing a career and/or a degree program in marketing, brand management, public relations, business administration, and/or customer relationship management.

Candidates will be scored on three core criteria; personality, relevant experience and expertise, and level of understanding of consulting business, and/or cyber security / risk management domains. You must pass at least two of the three core criteria to qualify for this role.

ABOUT US

Headquartered in Atlanta, with offices along the East Coast and Midwestern states, Trustmarq Global Services offers consulting and advisory services to clients across a wide industry spectrum. We are laser-focused on the domains of Cyber Security, Data Privacy, Data Governance, and Risk/Compliance.

Our core professional attributes include:

- Delivering Results with the Highest levels of professionalism, integrity, and honesty in actions.
- Establishing and maintaining lasting client relationships based on mutual trust and proven success record.
- Promoting a sense of ownership and accomplishment among our professionals, with a balance of work and life commitments.

We have a stellar list of success stories since our inception. Our clients appreciate the quality of work products that they receive from us, and regard us as their trusted advisors.

We look forward to discussing how we can collectively work to make you successful as part of our team.

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HOW TO APPLY

Please visit <http://trustmarq.zohorecruit.com>. Search for the title of this role and select “Click to Apply”.

Any questions can be forwarded to Recruitment@trustmarq.com with the above job title in the subject line for answers.