

## **JOB TITLE: MARKETING MANAGER**

We're looking for a unique marketer to join our boutique consulting firm in the weird and wonderful world of higher education issue, crisis, and change management. We'll look to you to create unique and engaging email, collateral, and social media campaigns; wrangle our unruly CRM (and team); update and innovate our website; optimize our Google Ads strategy; and plan small events and coordinate exhibitions and materials for larger ones. In turn, we'll provide a fun, flexible environment as well as opportunities to grow your skill set through structured professional development and engaging projects.

## **RESPONSIBILITIES**

You'll have the opportunity to flex your creative muscles working directly with one of our partners to develop innovative approaches that promote our niche consulting firm.

### A Challenging Environment...

We like to joke that our business has about the worst marketing model there is—our real-time clients are navigating their way through a hairy and often high-profile situation and they never want to talk about it again! And our planning clients are undertaking the absolutely critical but less than glamorous work of getting ready for (and getting ahead of) crises and emergencies.

### ...Requires Innovative Strategies

So, we need to get out there in creative ways to leverage current events, share our approach and methodology, profile our consultants, and demonstrate our thought leadership. It's a role with broad responsibilities that will require novel approaches. But some things we know you'll need to do for sure include:

### Website:

- Update as necessary information on WordPress website.
- Work to improve UX/UI and SEO

### Google Ads:

- Analyze campaign performance using Google Ads and Analytics
- Leverage analytics to make data-driven decisions to improve ad performance/ROI
- Update and refine Google Ads

### Event Planning/Management:

- Plan, coordinate, and manage all aspects of small events—10-50 attendees (1-3x/year), including:
  - Venue selection, negotiation, vendor coordination
  - Budgeting, logistics, and scheduling in coordination with other members of BMCG team

- Prepare and support firm at larger conferences (3-4x/year) including
- Identifying and evaluating conference opportunities including speaking and exhibiting
  - Creating of event materials, signage, video and other promotional items
  - Attending and working booth

#### CRM:

- Maintain, update, & continuously optimize Zoho CRM
- Create and maintain email lists for targeted campaigns
- Design, write, and send marketing emails in Zoho CRM
- Analyze and present campaign performance, use information to optimize future campaigns

#### **Miscellaneous**

- Collaborate with partner to develop and manage annual marketing budget and priorities
- Support team on client and/or ad hoc projects as requested
- Assisting in locating and submitting proposals for conferences/speaking engagements
- Support the submission of client proposals and response to formal RFPs
- Maintain inventory of online and printed promotional materials
- Build understanding of industry trends and competitive landscapes
- Update job knowledge by participating in educational opportunities and reading trade publications

#### **REPORTING**

The Marketing Manager reports to a Partner.

#### **WORK ENVIRONMENT**

Work primarily conducted remotely. Travel required to support business development activities.

## QUALIFICATIONS

- Excellent Writer
- Minimum 3-5 years post-degree of related and progressively more responsible marketing experience in consulting firm, agency, or higher education environment
- A self-starter with an entrepreneurial perspective and a proactive attitude—a willingness to take the initiative. Strong sense of responsibility/ownership.
- Highly organized and impeccable attention to detail. Able to handle multiple projects simultaneously.
- Strong understanding of social media and social listening from a business perspective—a comprehensive understanding across various platforms including Facebook, Twitter, Blogs, Forums, Instagram, Reddit, etc.
- Able to handle stress and pressure well and, ideally, with good humor working effectively with team members.
- Good mix of technical understanding, business sense, managerial/connecting and interpersonal skills
- Skilled user of MS Office Suite, including Excel and PowerPoint, Google Docs; familiarity with Adobe Creative Cloud; strong experience with InDesign and Photoshop
- Basic HTML/CSS coding for customizations and troubleshooting across sites

## ABOUT BLUE MOON CONSULTING GROUP

Metaphorically speaking a blue moon is a very rare event. In reality, blue moons are highly predictable and occur more often than most people realize. Likewise, threats to an organization's reputation are predictable, frequent and require a proactive management approach.

Blue Moon Consulting Group provides its clients insight, counsel, and experience to help them effectively manage real-time response to significant issues and crisis events. We also help organizations mitigate issues and avoid crises altogether through the development of proactive issues management programs, the enhancement of crisis management and communications plans, and by conducting training, exercises and leadership sessions. Our goal is to build an organizational culture in which reputation is viewed as a key asset and fundamental strategic input into decision-making.

## OUR CLIENT COMMITMENT

- **We truly are client-focused**—in fact, we each left far larger organizations specifically to go back to what we do best, and most enjoy—working side-by-side with our clients.
- **We are value-driven**—our partnership and overall business model is designed to keep costs low.
- **Our team is your team**—the team you meet is the same one that will do the work. We are committed to full and meaningful, long-term partnerships.
- **We take what we do very seriously**—but, we also believe a little levity can build great relationships, build trust amongst team members, and help us all manage the magnitude of some of the issues and events to which we must respond.