

Marketing Consultant

Duties and Responsibilities:

- Create and present marketing plans.
- Developing and managing the implementation of marketing strategy.
- Managing the planning process and develop activities plan.
- Develop and implementing internet and online marketing strategies.
- Manage direct marketing campaigns.
- Ability to conduct client presentations and face-to-face meeting campaigns.
- Participate in advertising staff meetings and events and be a fully engaged part of the team.

Skills and Personal Qualities

- Manage project teams efficiently and effectively.
- Ability to conduct research on and become familiar with prospective advertisers, marketing, communications and branding goals, and issue areas.
- Ability to create and track persuasive communication efforts to promote advertising opportunities and brand, including traditional, non-traditional marketing and advertising methods, social media, direct response, etc.
- Establish and maintain a positive relationship with clients.
- Experience identifying client concerns ahead of time, and develop plan of action to address/resolve issues.
- Goal driven with outstanding record of achievement in current/past positions.
- Superior professionalism, discretion, and judgment.
- Strong work ethic and capacity to thrive in a team environment.
- Creativity, persistence and tenacity.
- Strong analytics and real-time judgment.
- Effective time management and organization skills.
- **Attention to detail.**

Minimum Education and experience required:

- Education: Bachelor's degree in marketing, communications, or related field.
- Experience: 4 or more years of related experience.

The position is in Manassas, VA.

Security clearance required