



david consulting group

Marketing Associate / Social Media Specialist

JOB DESCRIPTION

Date: January 1, 2012

Job Description: Marketing Associate / Social Media Specialist

Location: Malvern, PA

Hours: Full-time (40 hours per week) – but part-time may be negotiable for the right candidate

Reports to: VP, Sales & Marketing

Company Description

The David Consulting Group (DCG) is a premier provider of consulting services for the measurement & improvement of software development. In 2012, the company plans to broaden its consulting base into broader IT value consulting targeting CIOs and CFO's. The company was founded in 1994. Ownership changed hands in 2006 but the new owner was a past client and the previous owners still work in the company. We are a small company with international reach and reputation. We have offices in Malvern, PA, Pueblo, CO and Blackpool, England.

Primary Responsibilities:

The high level responsibilities of this position include:

- Social Media Responsibilities
 - Aggregate DCG stream of content from marketing, sales, and delivery into a coherent, measured outbound communication into the social media cloud and other channels editing to ensure brand consistency and message reinforcement.
 - Responsible for the day-to-day social media channel management, on-going strategy development, continual measurement & analysis of social media initiatives as well as social media trends and opportunities for the DCG business.
- Marketing Activity Support:
 - Provide marketing activity support for outreach programs to create awareness and interest of DCG and its services. This includes market research, event and campaign participation, outbound warm calling and editing, creating and editing (“brand policing”) all content streams.
 - Responsible for the target market demographic company research to support marketing and sales campaign as well as participation in event planning and outbound warm calling.

Other Responsibilities:

- Maintain all social network communications -- Facebook, LinkedIn, Twitter, etc.
- Monitor and manage day-to-day social network communications, creative development and implementation
- Communicate key themes and messaging that matches company mission, advertising campaigns, events, webinars, etc.
- Create, launch, and measure new campaigns/promotions in support of deepening DCG brand

- Develop, implement and manage innovative ideas/promotions to drive engagement, grow external social media interest and communities in DCG market space
- Lead search engine optimization and search engine marketing efforts
- Manage relationships with external social media community and create new relationships
- Listen to and monitor key social media outlets: pages, sites, blogs, etc. on daily basis and manage corporate profile / corporate image/brand
- Recommend new social media tools, sites, and applications as part of the social media mix
- Create and implement ad hoc and standard weekly/monthly reporting to measure results of social media initiatives, and campaigns/promotions
- Brief DCG management on emerging social media and mobile trends
- Participate in marketing projects as assigned.
- Manage and master DiscoverOrg and Hoovers database resources and public web research to produce client target profiles
- Participate in Salesforce Marketing Module e-mail targeted campaigns to database segments
- Participate in outbound warm call campaigns as required

This important, new position will require an individual who has previous experience working with social media. To be considered, you must submit example(s) of on-line marketing/social media campaigns which you created and/or were responsible for.

The successful candidate will have:

- A Bachelor's degree in Journalism degree or a closely related field requiring a high standard of writing and editing in English.
- At least 1 year(s) demonstrated experience / knowledge in as many as possible of the following:
 - developing and implementing social media marketing strategies;
 - developing and implementing online marketing strategies;
 - implementing social media technology;
 - computer applications for marketing;
 - workflow and process improvement including an aptitude in driving change in process and technology
 - analytical and problem-solving skills
 - communication skills
 - basic Microsoft Suite skills
 - time management skills

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

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