



## DIGITAL MARKETING STRATEGIST / NETWORKER

On Target Digital Marketing, an Orlando based Digital Marketing Agency is seeking a certain someone special. This someone special knows digital marketing and how it can impact a small to medium sized business. This someone special loves meeting people and showing them how they can grow their business. This someone special loves to be out in the community and spreading the good word about social media, content marketing, compelling web design and SEO services. Not afraid to get their hands dirty, this someone special loves creating long lasting relationships with prospects who are hungry to grow their online presence.

### Responsibilities Include:

- Seeks out and attends community events (within Central Florida) that could 1.) Get On Target community visibility and 2.) Find prospects that would be interested in learning more about digital marketing strategy.
- Serves as a digital strategist which could lead to a sale.
- Attends demographic appropriate events and aims to set up a digital marketing strategy session with the On Target digital marketing team.
- Seeks new verticals and understands where to meet decision makers.
- Assists with overall client digital marketing strategy.
- Attends client kick-off meetings and serves as an ongoing marketing support / strategist throughout the relationship.
- Can speak at events as a digital marketing strategist.
- Facilitates prospect onboarding.
- Works with On Target Digital leadership team to create and present proposals to drive growth for prospects.

### Required Experience:

- Understanding of digital marketing components and how they work together to drive results.
- 1-2 years of account management experience.
- Experience with public speaking and networking.

### Education:

- BA in Marketing or Advertising is preferred.

### Technical Requirements:

- Social media marketing strategy
- Top level understanding of websites and how they function
- Understanding of search marketing (SEO & SEM)
- Top level understanding of web analytics
- Ability to use a CRM (Highrise), Google Drive, Browser / Cloud based software

### Required Attributes:

- Resourceful
- Outgoing



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- Strategic
- Loves People
- Organized
- Knowledgeable
- Loves Marketing
- Self Disciplined
- Doesn't like being chained to a desk and is driven to win every day
- Communicates Well

### **Compensation:**

This is a commissioned position, with residual, and a stipend. Base salary will be negotiated after assigned benchmarks have been achieved. On Target offers health insurance, paid vacation / sick time and an IRA employer matching program.

If this sounds like you and you're ready to join us on a growth journey, we'd love to hear from you. Please send a cover letter and resume (in the most creative and compelling way that you can) to Tom Jelneck: [tom.jelneck@ontargetwebsolutions.com](mailto:tom.jelneck@ontargetwebsolutions.com).