

Media Link, Inc. Marketing Consultant Position

Mission of this Position:

To recruit and manage long term relationships with organizations in need of detailed marketing and communications support either through the services of a full-service advertising agency or through the use of Media Link's media planning/buying software. As well as manage and maintain social media and public relations for a variety of clients.

The Marketing Consultant position consists of the following four elements:

Media Link Account Acquisition and Management

- Generating leads/Cold-Calls/Intro appointments: you will be expected to analyze potential new accounts, come up with campaign proposals, and follow through with campaigns with the support of colleagues
- Account Management: prepare proposals for broadcast, online and print buys in Media Link Software™

Media Link Software™ Account Acquisition and Management

- Generating leads/Cold-Calls/Intro appointments: research and contact prospective accounts
- Perform MLS demonstrations via webinars
- Account Management: conduct trainings, customer support and maintain a positive relationship

Social Media Management

- Manage accounts' social media
- Create content for social media campaigns, including occasional clients site visits
- Create meaningful social media reports
- Stay up to date on Social Media trends

Public Relations Management

- Write and/or edit press releases and pitches for Media Link clients
- Send out releases and follow up with media
- Create meaningful reports
- Maintain a positive relationship with local media and coach clients on public relations management

Requirements:

- Excellent writing skills
- Enthusiasm for the agency sales process
- Knowledge of the media buying/marketing industry
- Can demonstrate organizational/time management skills, a proactive nature and passion for a fast-paced and constantly changing industry
- College degree in marketing, business, communications or related fields



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Benefits with this Position:

- Base salary, plus Commission
- A seminar stipend
- Health Insurance with HSA available after 6 months of employment
- Simple IRA with matching available after 1 year of employment
- Vacation available after six months
- 12 paid Holidays per year

Please email a resume and cover letter to natalie@medialinkinc.com.



