

Marketing & Digital Communication Consultant (Freelancer)

Overview

Are you passionate about everything that is digital and you're up-to-date with what's trending? We are building a network of freelance marketing and communication consultants with a strong digital experience. Under general direction, the position is accountable for providing consultation and support in the development, management, and implementation of external communication digital media activities for our clients. The main activities will consist of daily work on online campaigns, weekly support on strategy and creative briefs, monthly support with pitches and proposals.

Responsibilities

- Develop, lead, and manage storytelling strategy and implementation;
- Support implementation of communications and digital media strategy across online media platforms for our clients;
- Revise existing communication tools and recommend improvements;
- Advise on marketing content methods and communication tactics;
- Support Account Managers with strategic roadmaps for our clients;
- Come up with new ideas for B2B marketing and communication;
- Stay abreast of key industry trends, competitive insights and emerging social media technologies;
- Provide support and backup as needed on social media posting and scheduling;
- Provide support on reporting communication metrics and KPIs;
- Create messaging for social media kits and press kits.

Ideal Profile

- Excellent oral and written English skills;
- Experience driving impactful storytelling strategy;
- Strong media relations background;
- Strong skills working in diverse teams and across many types of organizations;
- Team-oriented; problem solver; relationship-builder; and strong inter-personal skills;
- Ability to multitask in a very fast-paced, often rapidly-changing environment;
- Sense of humor, creative energy and a great team player;
- Ability to work under pressure and handle stress.

If you're a freelancer or part-time marketing & communication specialist, this is the perfect job for you. Interested? Send us your CV and motivation letter to jobs@znconsulting.com and tell us why you would like to join our team. Good luck! 😊