

Senior Consultant – Job Overview

Job Description

Working closely with the Director of a client project, the Senior Marketing Consultant will be involved in projects from start to finish: designing, building and running programs that address the client's needs. Frequent travel may be required.

Key Responsibilities

- Independently develop, deliver and manage programmes for clients with high quality delivery
- Develop strong written proposals for clients to support business growth
- Mine new business from existing clients
- Build own capabilities, by learning and growing as a consultant
- Reapply existing Effective Brands IP, instead of reinventing
- Ability to build and maintain strong relationship with clients

What is Required

Experience:

- 7+ years of experience in Marketing Consulting or Marketing in a reputable global company
- Genuine breadth in appreciation of marketing disciplines and practical experience of working with the best global brands in complex, matrix businesses
- Demonstrated ability to be service minded and build and maintain trusted advisor relationship with clients
- Proven ability to independently run programs of work with high quality delivery
- Able to provide support on proposal development
- Demonstrated ability and desire to mine for new business
- Proven ability to learn and grow as a consultant in line with feedback
- Reapply existing IP to generate high recoverability
- Full understanding of the global/local challenge

Key Success Measures

- 1 X salary business development (mining existing clients)
- 80% billability
- 100% recoverability on projects worked on
- Work quality as measured by team and workshop feedback
- Demonstrate competency with client relationships
- Become fully confident to talk about EB products and services, particularly on major and minor practice area specialisms

Personal Competencies

- Strong analytical thinker / problem solver
- A flexible personality; ability to switch roles & assignments when required in our entrepreneurial, hands-on culture
- Inspires confidence through personal presence, substance and communication and interpersonal skills
- Strong self-motivation; sets his/her own standards of excellence
- Energetic and fun to work with
- Able to give and take constructive feedback
- Strong discipline, with ability to work under pressure and to deadlines

- Assertive with strong verbal, written, and presentation skills
- Fluent in English

You'll be welcomed into a diverse, international team that demands, recognizes and inspires only the very best.

Location

The job is based in London

About EffectiveBrands

EffectiveBrands is the global marketing consultancy that is practice and thought leader in the area of helping global marketing organizations become more effective and efficient. We work with the most senior marketing leaders within global companies like Sony, Unilever, Novartis, Diageo, SAB Miller and Hershey's to help them with Unleashing Global Marketing Potential™.

Our offices are in New York, London, Amsterdam and Singapore. Growing our business at an accelerated pace, we work hard to achieve our goals. Our team of consultants consists of highly qualified and experienced marketers with a global perspective.

As a global consultancy company, people are at the very core of our business. We are a group of smart, challenging, fast thinking, and personable professionals. We work hard, we have fun and we enjoy watching our business flourish. We need to fuel further growth by bringing in a new key team member. It is essential to find the right person – one who fits with our core company values of 'inspiring, challenging, passionate, global and balanced'.

Now at about 60 in staff and 9m Euro's in sales, we are entering the next stage of our growth, and we are transforming our company and ways of working towards being practice driven, with increased focus on profitability, while continuing our 25%-plus growth rate

For further details concerning the company, please visit www.effectivebrands.com

Our Values

Inspiring: Energetic, promoting courageous client leadership, sharing, learning, creating a fun work environment, and celebrating success

Passionate: Driven, quality-focused, constantly learning and always seeking better solutions

Challenging: Earning trust, empowering clients and colleagues to address reality and grow, helping each other with raising the bar for our work continuously

Global: Citizens of the world, celebrating diversity in individuals & cultures

Balanced: Always considering the receiving end perspective of the client and their stakeholders, internally maintaining a work-life balance

