

## **Director – Job Overview**

### **Job Description**

The Director must be a leader, a driver, a partner and a team player: a leader of consulting programs and the team who will deliver these, a driver of new business development, and a partner to clients to help solve business issues and an active member and contributor to the EffectiveBrands leadership team.

You will be part of the Leadership Team working closely with the Managing Director on achieving all the targets for the office and inspiring the Singapore team in the winning and delivery of top quality projects.

The Director will play a key role in consulting programs and expanding the business of EffectiveBrands; leading and working on several concurrent programs with clients at any one time. The director will use his/her network and contacts to further expand this client base, work on consulting services for our repeat clients and work on the development of new clients.

Typical programs include our proprietary Global Brand PulseCheck™, Purposeful Positioning, One Strategy, Empowered Marketing Organisation and Global Marketing Excellence and the coaching of global brand leaders. The role will include international client travel and visits to our other offices.

### **Growth Opportunity**

We are looking for someone who has worked in both the Client and Consulting sides of global marketing, who knows what it is like to be a marketing leader in a “matrixed” organization and how to successfully sell projects and programs as a consultant.

### **Key Responsibilities**

- Design and lead consulting programs from start to finish
- Build, develop and maintain long-term senior client relationships
- Drive aggressive growth of the EffectiveBrands business by bringing in new business/clients
- Provide leadership, guidance and support to the team assigned to the project
- Build long term capability through coaching and mentoring
- Build solutions by codifying work that can be leveraged by others
- Further EffectiveBrands global marketing thought leadership position with white papers, external presentations and contributions to internal learning events

### **What is Required**

Experience:

- 10 years+ of blue-chip Client marketing and/or Consultancy experience
- Minimum of two years consulting experience at either EB or external consultancy
- Full understanding of the challenges of working for/with major multinational businesses running international brands in complex, matrix structures
- International experience working on global brands is an absolute necessity
- Proven ability to build long term trusted advisor relationship with clients
- Proven ability to sell to develop the business (mining and new clients)
- Experience in organizational change, and/or capability development
- Ability to build team capability and develop talent
- Progressive track record of success and promotion throughout career

### **Key Success Measures**

- Generate revenue of 4X salary from mining existing clients and winning new clients
- 70% billability
- 100% recoverability on projects worked on
- Demonstrate competency with client relationships
- Codify work so it can be leveraged and reapplies existing IP
- Work quality as measured by team and workshop feedback
- Become fully confident to talk about EB products and services, particularly on major and minor practice area specialisms

### **Personal Competencies**

- Energetic, results-oriented, self-starter, entrepreneurial and assertive
- Inspires confidence through personal presence, substance and communication and interpersonal skills
- Self aware with courage to give and accept honest feedback
- Able to build trusting relationships at all levels within client organizations
- Confidence to constructively and appropriately challenge the Client -as a peer without being patronising or arrogant
- Fantastic marketing skills – able to identify opportunities for the client
- Structured thinker, proven ability for analytical problem solving.
- Gets energy from continuous improvement and the personal maturity to recognise when to seek out, adapt, borrow or copy existing great work rather than needing to always develop a bespoke solution.
- Equally comfortable with both day-to-day execution and strategic thinking
- Able to work in an environment that demands flexibility and quick response
- Proficiency in written and spoken Mandarin
- You must be a Singapore citizen or hold permanent resident status

### **Location**

The job is based in Singapore

### **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](http://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