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# Example of Brand Consultant Job Description

Our company is growing rapidly and is looking to fill the role of brand consultant. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for brand consultant

* Analyze alerts received from third party, decode the scripts, find the source of the issue
* Create tickets in ticketing system, forward these tickets to concerned teams, if required call them & inform them about the issue, take necessary initial actions when required
* Scan tags & sites for ad violations & find the source of these violations
* Scan creatives, classify them as per given categorization
* Achieving assigned sales goals across assigned geographic territory
* Utilizing Brand Sales strategy to develop trusted partnerships with ECPs to not only grow their branded product sales but their overall business
* Developing existing account base and gaining new accounts via territory prospecting
* Using consultative selling approach with customers to drive sales and establish business partnerships
* Continuing to review territory plans that are in alignment with the Brand Sales strategy with the District Sales Manager
* Developing and maintaining strong working relationships with their lab partners to ensure successful customer relations and achievement of sales objectives

## Qualifications for brand consultant

* To have an eye for details
* Able to read JS script codes, knowledge of firebug & fiddler will be an added advantage
* Communicating regularly with lab principles, lab customer service and lab consultant counterparts to support training needs and strategically plan growth opportunities within their territory
* Documenting, in a timely and detailed manner, all ECP and lab customer interactions, commitments and meaningful communication via company approved CRM system
* Communicating with District Sales Manager on an ongoing basis regarding personal growth and development, sales results, and plans of action to drive consistent growth in their territory
* Utilizing the knowledge they gain through co-rides, call-ins and other communication with their District Sales Manager to continually improve and meet overall objectives