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# Example of Brand Consultant Job Description

Our growing company is hiring for a brand consultant. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for brand consultant

* Manage a group of WCD campaign volunteers
* Support organization and management of campaign files, correspondence and assets
* Support research of target audiences, influencers, partners and individuals for WCD
* Gathering, organizing and summarizing information on client business strategy, industry and competitive dynamics, best practice analyses, communications audits and customer insights to identify key implications
* Conducting in-depth interviews with client management and key stakeholders
* Collaborating with other consultants and designers to explore alternatives and develop thinking (e.g., brainstorming sessions)
* Effectively communicating with, and presenting to, both internal case teams and external client teams
* Provides clear direction for internal production team members and external packaging resources to ensure alignment across all stakeholders
* Develops processes, standards, packaging and manuals for packaging execution to meet the needs and expectations of customers
* Supervises the day-to-day operations of creative, production, photography, and project management teams freelancers and external agencies to maintain project timelines

## Qualifications for brand consultant

* Frequent travel, by ship, car and aircraft (75-90% travel)
* Must be willing to work non-traditional business hours from time to time as the job requirements dictate
* Both shipboard and office environments apply
* Formal education in Film/Video (BFA degree) is highly preferred
* 5+ years of professional experience in brand asset management
* Experience with direction/leadership of others-- Coordinates distribution of brand assets for use by local, regional and global resources on a project basis