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# Example of Consultant, Marketing Job Description

Our company is hiring for a consultant, marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for consultant, marketing

* Report ROI on small business marketing initiatives and communicate effectiveness of our efforts
* Explain to clients how specific types (e.g., radio, events, internet, newsletters, and mobile platforms) of advertising will help promote their services or products effectively
* Functional experience in bringing quantitative market research, marketing data analytics and/or marketing consulting that can answer business questions
* Comfort in proposing/presenting to marketing and/or insights audiences, experience in brand building preferred
* Identifies member lapsed member insights that result in new and creative marketing and communication strategies and tactics with unique messaging, positioning, and media to maximize retention efforts
* Contributes to Group Re profitability by analyzing/assessing assigned client profitability through experience and expense analysis and attention to assigned account performance
* Facilitates and assists on UW value added services for assigned and other accounts
* Gather and clarify project requirements with Client Services and clients
* Develop in-depth understanding of project / client needs and technical specifications
* Produce high quality, timely reports and analyses for clients using a wide variety of marketing tools / software

## Qualifications for consultant, marketing

* Accountability for responsibilities
* Strong verbal and written communication and presentation skills to senior team members
* Demonstrated ability to produce high quality work in a fast paced environment
* Interacts with and understands all production chains including, Legal, Compliance, Shared Services, outside vendors and any other entities that affect project generation
* Collaborates with Compliance, Legal and other Enterprise partners in the development, review and approval of all marketing collateral
* Establishes a significant working knowledge of all primary products and services distributed by the firm