Downloaded from <https://www.velvetjobs.com/job-descriptions/industry-advisor>

# Example of Industry Advisor Job Description

Our company is hiring for an industry advisor. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for industry advisor

* Work with Marketing to strengthen Owner Operator campaigns
* Attend Process Industry and Technology conferences
* Work with Hexagon PPM Innovation Team to ensure emerging solutions are viable for Owner Operators
* May include up to 40% domestic and international travel
* Create compelling marketing programs that engage clients and enable sales
* Serve as the primary, senior-level representative to counterparts in other functional areas across the marketing team
* Drive pipeline, grow business with strong demand generation
* Deliver strategic presentations to key internal decision makers and business owners to explain how marketing can provide them the necessary tools to engage with their customers
* Create world-class events, webinars, industry shows, Executive Briefing Centers
* Help create and refine a scalable insight development and delivery methodology – to fulfill the essential industry content needs of multiple stakeholders across the company

## Qualifications for industry advisor

* Bachelor's degree in Engineering, Management, and / or Technology
* Position requires a thorough understanding and knowledge of the business sector represented
* Platform knowledge – understand packaged solution that can be tailored to client needs, linking to resident client systems (Quality, HR, Manufacturing)
* Strong interest and experience coaching and leading direct or virtual, cross- functional teams.Experience in change management.Demonstrated leadership in leading and developing high performing teams
* Experience building and retaining strong customer relationships.Advanced knowledge of value selling methodology
* 2 - 3 years of experience in a position that includes recruitment, career advising, higher education, program development, or related field