



Example of Brand Consultant Job Description

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Our company is growing rapidly and is looking for a brand consultant. 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 brand consultant

- Work directly with vendors during review processes to ensure branding and consistency is applied
- Audio engineering on a project basis
- Work directly with vendors during review processes to ensure branding and consistency is applied to our creative toolkits
- Work in partnership with Marketing and our agencies
- Serve as liaison between product marketing managers and creative agencies to help develop product campaigns
- Partner with leadership to refine global brand insights strategy and roadmap, focusing on how strategic brand research initiatives (brand strategy discovery research, brand tracking, campaign tracking, advertising effectiveness and copy testing) work together as a system to create a holistic story of the power of the brand
- Review current brand research governance model and recommend adjustments to enable more effective prioritization of brand insight management globally
- Lead brand insights projects to gather research and understand socio-economic conditions, trends, consumer behavior and needs, competitive position, internal capabilities
- Develops well-written, strategically sound research briefs and vets them with key stakeholders
- Determines appropriate analyses methodologies focusing on solving the

Qualifications for brand consultant

- Ability to partner with and influence integrated work teams
- Effective communicator – Will be managing agencies directly, presenting to VP and CMO levels and will be working with multiple cross-functional team members
- Organized and efficient while always striving for quality and accuracy
- Excellent proactive project management skills and ability to manage multiple projects at one time
- Ability to manage external vendor partners and partner with internal business units
- Creative problem solver and analytically driven