



Example of Marketing Consultant Job Description

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Our company is looking for a marketing consultant. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing consultant

- Facilitates communication with cross-functional teams within the firm from Marketing, Sales, Compliance, Investment Management, Client Service, Operations external partners as needed in the process of completing RFPs
- Enhances proposal responses to improve quality, particularly product positioning and competitive differentiators
- Develops accurate and persuasive investment strategy positioning and messaging for RFPs, RFIs, presentations and digital assets
- Acts as system administrator for the RFP/RFI database system, PMAPS
- A good presenter, comfortable presenting both pitches and insights to senior executives with strong influencing and negotiation skills
- Strong internal and external written and verbal communication skills
- Consultative solution driven selling skills
- Passionate about building client relationships, driving sales, revenue and new business opportunities, proven relationship building skills
- A high level of integrity and dependability with a strong sense of urgency to deliver results
- Develop and execute marketing initiatives for the Chicago region, including brand positioning and components of the firm's industry and service marketing plans

Qualifications for marketing consultant

- Consultative support for local strategic priorities, provide technical oversight and guidance to partners for projects on a variety of platforms, while remaining focused on overall business requirements
- Opportunity identification and alignment (where to go) including account targeting, support for forecast cycle to ensure market share and other objectives are met, Sales Enablement & Data Management, support and implement campaigns locally – improve targeting and implementation, support go-to market implementation (direct, indirect selling processes and partner selection for our work with the channel)
- To be an experienced presenter at executive level to have a solid understanding of data analysis and create strategic priorities based on conclusions, to be able to build collaborative cross-functional relationships and handle multiple tasks
- Foster excellent working relationship with local BU management and peers to drive the adoption of RAD and Business Intelligence to drive the business
- Ability to support ad-hoc pan EMEA effort when needed, to accelerate progress on RAD EMEA wide