



Example of Marketing Consultant Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of 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

- Supporting the introduction of new products through implementation of various trade or legal age consumer engagement activities
- Assessing needs and implementing trade programs or staff activations according to given guidelines
- Analyzing territory and budget management
- Ensuring maximum availability, visibility and awareness of the company products
- Building exceptional relationships with managers, owners and outlets personnel
- Negotiating the company's presence in the outlets and ensuring compliance with the established agreements
- Ensuring that all outlets materials are placed or changed in a timely manner
- Submitting timely and accurate activity reports, including reports on the tobacco industry trends
- Creative ideas to promote demand generation, product launches, and/or customer retention and provides guidance and approval on CLEC SMB marketing online/offline content and creative
- Create nurture and drip email campaigns for demand generation, product launches, or upselling existing customers

Qualifications for marketing consultant

- Business consultant background
- General analytics skills – think about problem, break it down, how to deal with challenges
- General business strategy operations, but working on marketing problems
- Think strategically on investments for marketing
- Strong with Excel, basic SQL, keynote, slides/presentations