

Marketing Consultant Job Description

Job Brief:

_____(Company name) is looking for a Marketing Consultant to join a dynamic marketing team. This role requires a strategic thinker with a proven track record in developing and implementing effective marketing campaigns within the (Your industry).

About the team:

Current recruitment team consists of _____ specialists and the Team Manager, who will gladly assist in your onboarding and professional development. Together you are going to align marketing strategies with our firm's goals and client needs. Our team is dedicated to maintaining the highest standards of professionalism and client service, and we value collaboration and innovation in all our marketing efforts.

About the Company:

Add information about your Company: specialization and expertise, office locations, team values, social media links, etc.

[Company Name] specializes in [Specialization] and has been serving clients for over [X years]. With a commitment to excellence, integrity, and personalized service, we have built a strong reputation and a loyal client base. We are known for our expertise, strategic approach, and successful outcomes in complex [Your industry] matters. Our firm is committed to continuous growth and innovation, ensuring we meet the evolving needs of our clients and the [Your industry].

Our offices are located in _____ (Country \City information).

We care greatly about our team and provide the best working and recreation conditions in order to boost friendly relations and create an environment that ensures peak performance.

Follow us on: _____ (social media links).

Any additional internal information will help the candidate to become more familiar with you corporate culture and will help you to select a better fit even before applying!

Requirements:

- Proven experience as a Marketing Consultant, Marketing Strategist, or similar role, preferably within the legal or professional services sector
- Strong understanding of traditional and digital marketing tools and strategies
- Ability to conduct comprehensive market research and analysis
- Experience in brand management and campaign development
- Excellent communication and presentation skills
- Creative and strategic thinking ability
- Strong project management skills, with the ability to manage multiple projects simultaneously

- Bachelor's degree in Marketing, Business Administration, or related field; Master's degree or professional marketing certification is a plus

Responsibilities:

- Develop and implement a comprehensive marketing strategy to enhance the firm's brand presence and market share
- Conduct market research to identify trends, opportunities, and challenges within the legal industry
- Work with the firm's leadership to define marketing goals and objectives
- Design and oversee digital marketing campaigns, including SEO/SEM, email marketing, social media, and online advertising
- Coordinate with external agencies and vendors for the execution of marketing campaigns
- Monitor and analyze the effectiveness of marketing strategies, providing reports and recommendations for improvement
- Advise on best practices for client engagement and retention strategies
- Develop content strategy for the firm's website, blog, and social media channels to increase engagement and drive traffic
- Organize and promote firm events, seminars, and webinars to enhance client relationships and attract new business
- Ensure all marketing activities align with the firm's brand identity, values, and ethics

Social package and benefits

- Competitive compensation with regular performance reviews;
- ___ compensated vacation days during the calendar year;
- ___ compensated sick leave days during the year;
- Add additional special benefits provided by your Company (insurance \ education coverage \ sports \ etc.);
- Add type of cooperation and employment: employment \ contractor \ etc.;
- Add working hours for the role;
- Add working type for the role: onsite \ hybrid \ remote.

Interview stages for the role

- Introduction screening - (Google Meet \ Zoom call 30–60 mins)
- Professional interview with - (Google Meet \ Zoom call 60-90 mins)
- Managerial interview - (Google Meet \ Zoom call 30–60 mins)
- Test task (optional)
- Feedback
- Job offer.

CV processing information block

Thank you for your application and your interest in our vacancy. If we have not contacted you within a week it means at the moment you are not qualified for this vacancy. Nevertheless, we will save your CV in our database and will contact you when we open a relevant vacancy for your qualifications.

Data processing agreement block

By sending us your CV, you agree to the collection, storage, and processing of your personal data in accordance with _____ (Company name) Privacy Policy and the General Data Protection Regulation (GDPR). We may use your personal information, including your name, contact details, employment and business history, education, and other relevant information contained in your CV, to evaluate your job application and to contact you regarding job opportunities that match your skills and experience. We will not use your personal information for any other purpose without your explicit consent.

Notes

Marketing Consultant Description: Whether it's Marketing Manager Consultant or Marketing Advisor job description, start with an engaging introduction that defines a marketing consultant's role as an expert who advises companies on how to boost their marketing efforts, reach their target audience effectively, and achieve their sales and marketing goals. Emphasize the consultant's role in developing strategic marketing plans based on market research and industry trends.

In the Marketing Consulting Services description, outline the range of services a marketing consultant may offer, such as market analysis, marketing strategy development, digital marketing, branding, and customer engagement strategies. Stress the consultant's ability to tailor services to meet the unique needs of each client.

Indicate Marketing Consultant definition according to your company specifics. Marketing Consultant job description should detail the job responsibilities, including conducting market research, analyzing marketing metrics, developing marketing strategies and plans, overseeing the implementation of marketing campaigns, and providing expert advice to enhance marketing efforts.

If it's Brand Consultant job description, focus on the branding aspect, where the consultant helps in developing a strong brand identity, positioning, and messaging that resonates with the target audience. Mention the role's importance in crafting brand strategies that align with the company's values and objectives.

Branding Consultant job description should detail the responsibilities of a branding consultant, including analyzing brand positioning, developing brand strategies, advising on brand image, and guiding the implementation of branding initiatives across various channels to build a cohesive and strong brand presence.

If it's Marketing Agent job description, include a note about marketing agents who act on behalf of their clients in negotiating and planning marketing strategies. This role requires excellent negotiation skills and an in-depth understanding of marketing channels and tools.

In crafting the job description for a Marketing Consultant, it's essential to communicate the blend of strategic insight, practical marketing skills, and the ability to provide bespoke advice that drives marketing success. The description should highlight the consultant's role in steering companies toward achieving their marketing objectives through expert advice, strategic planning, and effective marketing solutions.