

— Building brands people
want to be part of.

JOB SPECIFICATION

Marketing Consultant

Marketing Consultant

Formal Job Title

Marketing Consultant

Place of Work

**Henley in Arden,
Warwickshire**

Type

**Full Time,
Permanent**

Hours of work

**9:00 - 17:30
Mon-Fri**

Reporting to

**Head Of Marketing
Operations**

Last Edit Date

14th Dec 2018

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at StrategiQ. This description will allow both parties to judge whether you are succeeding in what you're doing and also how you might excel within the role.

Our Values

We connect business needs with marketing strategies to achieve results.

There is purpose and expertise behind every decision we make.

Our integrated team ensures that everything we do has an impact.

Our Behaviours

- 1.** We take personal pride and responsibility in the quality and impact of our work, using clients' strategy objectives for guidance and validation.
- 2.** We are never just "ticking off tasks" - we identify the value in what we are doing and ensure we are working in line with company processes and standards to help our clients grow.
- 3.** We have a natural desire to learn and develop our expertise whilst staying abreast of industry trends and best practices.
- 4.** We are honest, transparent and confident in our opinions whilst collaboratively respecting those of others. Making a mistake or saying "I don't know" is fine.
- 5.** We regularly share our thoughts and ideas with colleagues and line managers to refine our processes, develop teamwork, foster creativity and achieve results.
- 6.** We work beyond the boundaries of our own roles to ensure we deliver results against clients' business strategies and objectives.
- 7.** We communicate with peers across departments to ensure we execute the best possible deliverables and achieve results.

The Role

The Marketing Consultant is responsible for the strategy and results of your clients. You will be knowledgeable and results-focused, with a breadth of expertise spanning all areas of strategy and marketing. As the lead contact on your designated client accounts, you will be directly accountable for client results across integrated marketing channels and the revenue your client relationships generate for the business.

You will research and analyse industry trends, utilising current best practice and your own desire to innovate in order to continually improve all aspects of marketing - using your own knowledge and the expertise within the agency. Working closely with the wider marketing team you will ensure your strategy is aligned with the client goals and campaign objectives outlined in their strategy document - which will be based on business needs that you will work with the client to clearly define.

Responsibilities

1. You will ensure all clients have a considered and rounded marketing strategy document and supporting delivery plan in Team Gantt.
2. Working with the Head of Marketing Operations to ensure that all client accounts managed by you have a robust strategy in place and objectives tailored to meet or exceed the commercial expectations of the client.
3. Ensure that your colleagues deliver on time and to the required standards for allocated tasks.
4. Make constructive and proactive recommendations to clients around opportunities to help them meet their marketing or business goals.
5. Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with industry news, algorithm updates and emerging legislation that impacts our performance across all digital marketing channels.
6. Create weekly, monthly and annual reports to a high standard based on needs.
7. Clearly and effectively communicate with clients by email and in meetings or conference calls.
8. Have a clear understanding of how fully integrated marketing campaigns can positively enhance our clients business.
9. Ensure that marketing strategies are managed within scope and budget to mitigate both over and under servicing of clients.

Behaviours

1. Results-focused and not phased by the need to work towards clear targets.
2. You take action. While consultation and recommendations are key parts of your role, proactivity is essential to stay ahead of the competition and ensure that standards do not drop.
3. Able to meet tight deadlines and remain calm under pressure.
4. Highly organised and self-motivated - you ensure that your key daily/ weekly/ monthly milestones are always met.
5. Eye for detail - you maintain accountability for the high standards set across all client marketing materials and touchpoints.
6. Positive attitude to challenges and change.
7. Aware. You show an eagerness to be involved in and absorb relevant conversations around you to further your understanding of all areas of marketing.
8. You ensure that you extract a thorough brief and then 'get stuck in' to get the work completed to a high standard.
9. You are fully entrenched in StrategiQ's business objectives and company standards.
10. Eagerness to grow within the company and develop our marketing processes and reputation within the industry.

Skills

1. Detailed knowledge of ever-changing digital marketing space and how to build client strategies and websites that maximise results from your marketing campaigns.
2. Outstanding organisational skills that enable you to switch between client campaigns while providing the wider team with the detail they need in order to complete assigned tasks to a high standard.
3. An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry-leading tools, Google properties and Excel skills.
4. In-depth understanding of consumer motivations and the role in which different elements of marketing can play in the conversion funnel.
5. Creativity in problem solving and ideation that is backed up by careful testing and measurement of results.
6. The ability to confidently articulate ideas and opinion to your colleagues and clients.
7. Have a methodical and structured approach to research that allows you to consolidate your findings quickly and effectively.

Excelling within the role

At StrategiQ we foster an environment of innovation, excellence and thought leadership. As our Marketing Consultant - you may be able to support the business further by contributing outside of your standard duties. Examples of how you may excel within the role are as follows:

Ultimately your success in this role will be determined by the results that you achieve with our client's campaigns, while further enhancing the image of StrategiQ as being among the UK's most authoritative and credible agencies in the marketing community. Other suggestions are as follows:

1. Develop and improve our processes and standards within some of the many facets of strategy, be it campaign strategy, SEO, site launches, reporting and attribution or others.
2. Produce case study level work that contributes to the Directors and account management team being able to upsell marketing strategy as a service to new and existing clients.
3. Lead an award-winning marketing campaign - having contributed heavily to the award submission.
4. Contribute thought leadership and lead R&D projects that gain attention in the wider marketing community.
5. Stay ahead of the latest trends and updates, ensuring that they are communicated to the wider team and incorporated within your own process to maximise client results.
6. Frequently recognised through the comments of your colleagues for your work and attitude within the company monthly MVP programme.

The listed examples above are for illustrative purposes only and do not replace personal and company objectives tracked within your PDP.

Benefits

- £1,000 Training & Conference Allowance
- Competitive salary in line with your talent, skill and experience
- 23 days holiday per year plus all British Bank Holidays
- The opportunity to attend leading industry conferences and events
- The opportunity to participate in training and certification programmes
- Inclusive fruit and hot beverages within the office
- MVP recognition programme
- Be part of a culture for learning and development