



## BRAND LEARNING

### **Marketing Capability Associate Directors**

#### **Key responsibilities include:**

##### 1. Client Development

- Lead/support relationships with large, often complex multinational clients
- Lead/support key projects with marketing consultancy support across all aspects of Diagnosis, Development & Delivery to create;
  - Marketing Excellence Programme Strategies
  - Leading edge tailored marketing processes, tools and techniques
  - Blended marketing learning programmes and toolkit materials
  - Memorable and engaging workshop and learning experiences, through excellent facilitation

##### 2. Business Development:

- Contribute proactively to new knowledge/IP development
- Help shape our agenda in becoming the recognised international leader in the field of building Marketing Capabilities

##### 3. People Development:

- Lead, inspire and motivate client/project teams
- Contribute towards a positive and supportive team spirit

#### **Candidate Profile and Key Attributes**

- Graduate or Post Graduate Qualifications (e.g. MBA)
- Blue chip background (experience in companies known for their marketing excellence)
- Experience across industry sectors and/or breadth in consultancy is ideal, but not essential
- Experience across a number of marketing areas i.e. Insight, Marketing Strategy etc
- Strong conceptual and analytical thinking
- Strong communication and facilitation skills
- A real passion for the development of people and an ability to engage with people to help them learn
- Responsive, inclusive management style
- Bright, intelligent and inspiring, coupled with compassion and sensitivity
- Innovative (creative, able to challenge, improve)
- Positive, energetic. 'can-do' team player
- Prepared to roll up their sleeves and get stuck in