

Job Description Senior Marketing Consultant

Our Company

The House of Marketing is the first Marketing Expertise and Excellence Center in Belgium. Our team of experienced and skilled marketing consultants helps to close the Marketing Knowing-Doing Gap by offering our clients the right marketing expertise at the right moment. We help our clients to improve their business results by developing and implementing strong and effective growth strategies.

Function description

You will be responsible for assisting our clients to identify and implement the appropriate marketing strategy and action plans including:

- To analyze marketing issues and provide both solid strategic advice as well as relevant and pragmatic solutions.
- To implement the advice (marketing plans, marketing campaigns,...) in a pragmatic and timely way.
- To carry out interim marketing management assignments.
- To lead, support and coach team members appropriately.
- To develop strong relationships with our clients.
- To support the business development of The House of Marketing.

Our offer

You will have the opportunity to work on interesting assignments with people who –like you- are seeking to realize their full potential through excellence and passion for Marketing and who have an enduring passion for client satisfaction. You will be able to develop your fullest potential through training, mentorship and appropriate client engagement opportunities.

We offer you a competitive salary, supplemented with attractive fringe benefits, as well as a challenging career perspective.

We expect to see our senior consultants increase and expand their skills (with regard to marketing consulting & project management and business development) and interests to become Managing Consultant and ultimately Director of The House of Marketing. It should take between 3 and 5 years to accomplish this.

Our values

We honor four core values:

Trust: Trust is what allows us to have meaningful relationships with one another. It is about having faith in someone, learning from the interaction and adjusting our position /opinion accordingly. Trust is nurtured by honest and open communication and provides a foundation for teamwork, confidence and loyalty.

Responsibility: Only with great leadership from all THoM'ers we will succeed. Each of us will take charge of setting the standards and of exceeding the expectations of yourself, of THoM and of our clients

Open Mindedness: Ready to consider new ideas, being curious and tolerant. Respect arguments and beliefs that differ from one's own.

Fullfilment: Enable ourselves, colleagues, THOM and our clients to realize our ambitions, to develop our full potential, to live by our values

Your profile

You have an academic background, preferably complemented with a master degree in BA or Marketing. You are/have:

- Interpersonal skills & personal impact:
 - extravert and empathic
 - flexible and service-minded
 - autonomous, reliable and result driven
 - an outspoken team player
 - a high sense of responsibility and a keen eye for details
 - excellent influencing skills
 - fluent in Dutch, French and English
- Leadership:
 - charismatic leader, excellent coach and people manager
 - strategic thinker who can make the link with operations
 - a keen interest in and ability for business development and relationship management
 - strong contributor to building THoM's equity
- Communication skills
 - excellent oral and written communication skills and proficiency in building convincing presentations
- Analytical skills:
 - advanced analytical & problem solving skills
 - proven project management skills
- Aligned with our 4 values

You have at least 8 years experience within the following domains of expertise: marketing management plus business and/or marketing consulting.

Ideally you are a recognized (through publications, speeches etc) expert in one or more marketing/commercial related area's (eg segmentation, strategy development, loyalty, ...).
