



We are hiring Marketing Consultants!

Company description

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. More info on www.thom.eu

Function description

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

- analyzing marketing problems and providing both solid strategic advice as well as relevant and pragmatic solutions
- implementing marketing plans and carrying out interim marketing management assignments
- developing strong relationships with our clients.

Our offer

You will have the opportunity to work on interesting assignments with people who –like you- have an enduring passion for the marketing profession and 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 and a company car, as well as a challenging career perspective.

Your profile

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

- extravert and empathic
- creative
- flexible, service-minded and assertive, i.e. able to counter arguments in a professional way
- autonomous and reliable, i.e. work with minimum of steering and coaching and deliver as promised
- an outspoken team player
- fluent in Dutch, French and English
- someone with a sense of responsibility and a keen eye for details
- a person with excellent oral and written communication skills.

CONSULTANTS WITH CONSUMER GOODS EXPERIENCE

You have approx. 5 years experience in the CG sector within the following domains of expertise:

- marketing:
 - product/brand management
 - branding and re-branding (brand positioning, identity, benefits, attributes, tone of voice, visual identity, house style)
- marketing communication:
 - strategic (objectives, target audience, channels, messaging) and operational communication planning including prior experience with following communication channels:
 - internet marketing, social media integration
 - above the line (TV, print, radio)
 - below the line (direct marketing, POS, merchandising)
- project management, budgeting and ROI
- briefing, steering and coordinating external parties (agencies).

AND CONSULTANTS WITH ICT AND/OR TELCO EXPERIENCE

You have approx. 5 years experience in the ICT/Telco sector within one of the following domains of expertise:

- marketing:
 - product management: internet, fix and mobile technologies
 - market marketing
- generalist:
 - experience in distribution
 - loyalty, cross-selling, customer base development
- project management: understand strategic and operational challenges for the implementation of a transversal project in a telco company.

Contact us:

Please send your motivation letter with CV to jobs@thom.eu

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www.thom.eu

Visit us too on:

