



# MARKETING CONSULTANT

- Are you an independent, self-motivated creative professional?
- Competitive salary and benefits
- Be part of a revolutionary business with exciting growth plans.

## ABOUT THE COMPANY

Focused Marketing is an independent agency based in South Brisbane. We provide a full suite of marketing and communication services, including workshops, strategy, design, digital and content.

As a boutique provider, we are able to offer all the benefits you expect from the big end of town, but without the high prices and without the inflated egos.

We're not into clever jargon. We're not into chest beating. And we're not into churning out the same tired ideas time after time.

Instead, we work with businesses of all shapes and sizes to create powerful brands and campaigns, based on what's right for them. [Click here](#) to learn more.

## ABOUT THE ROLE

The Marketing Consultant role is full-time. You must be an independent, self-motivated creative professional, capable of working on a diverse range of projects and often under strict deadlines.

Reporting to our Director of Strategic Marketing, the successful candidate will be part of a small busy team that works together to deliver for our clients. Day to day work includes:

- Researching, brainstorming, challenging, writing, editing, and proofing a broad range of marketing and business development collateral
- Assisting with the development and implementation of marketing and business development plans, and providing advice to clients on defining their market, point of difference, their customers, and competitors.
- Day-to-day management of the digital marketing and analytics activities and insights (for clients and Focused Marketing) including social media, EDM's and website management.
- Supporting the Director of Strategic Marketing with brand strategy.
- Working closely with our in-house graphic design team to produce collateral for both print and digital applications such as brochures, annual reports, video, and websites, in line with the client brand.
- Working as part of the Focused Marketing team.

## SKILLS & EXPERIENCE

We are looking for an enthusiastic consultant that will enjoy the thrill of working across multiple businesses and industries on exciting projects.

The perfect candidate will thrive under pressure, be able to work to tight timeframes, as well as work both autonomously and as part of a team. You will be able to problem solve, identify, and deliver the best course of action for a variety of predominantly B2B clients.

You are customer focused and can see all the pieces of the marketing puzzle and how they come together, and work with the team and the client to make it a reality.

As a Marketing Consultant you will have experience across marketing, communications, digital marketing or related role, and hold a marketing, communications or business degree.

### You will be:

- Based in Brisbane.
- Hands on in managing projects from start to finish.
- Be creative and collaborative and able to provide and receive feedback.
- Experienced in writing B2B content for all different mediums.
- Up to date with new technologies including social media channels, social scheduling tools, front-end website development/editing tools, marketing automation tools, CRM, EDM tools and design tools such as Adobe and Canva Pro.
- Highly competent in the Microsoft Office Suite - especially in Microsoft Word formatting.
- Able to travel to and from client offices and able to work remotely in client offices when required.
- Talented, flexible, grounded, and able to build rapport easily.

## CULTURE

Focused Marketing has grown organically and evolved into a highly creative marketing consultancy with a team that is fun, approachable and down to earth.

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**If you like what you see and think we will too, apply below or contact us.**

**Click on the APPLY button or contact us via email at [info@focusedmarketing.com.au](mailto:info@focusedmarketing.com.au)**

**APPLY**