

LEAD CONSULTANT

The Position:

The successful candidate will be responsible for strategy implementation, business development, and managing customer relationships. The successful candidate is a dynamic and versatile individual, who is comfortable working with multiple disciplines, in a results-driven consulting environment. The scope will include continual research and assessment of market trends as well as the development of an evidenced-based and tailored marketing strategy that articulates the business and brand ethos. The successful candidate will support the construct of business workflow processes designed to systematise and improve quality assurance. The successful candidate will lead the communication strategy, commercialise opportunities in the market, and ensure that the customer database is segmented for targeted marketing strategies. The successful candidate will also evaluate and improve existing systems, processes, and work flow to enhance efficacy and profitability as well as to better respond to new and changing client and other business demands. As part of the management team, the successful candidate will implement strategies that drive performance targets and augment the brand. Success in this role hinges on an ability to generate new business, offer leadership to a team of junior consultants, manage key accounts, manage multiple projects, and live the brand. The successful candidate will offer a mature and professional approach to a position that requires a hands-on approach, exceptional work ethic, and personal ownership and accountability.

Key areas of focus:

- Define project requirements, milestone dates, phases, and elements of various project teams; establish project and departmental budgets; maintain a system that monitors and tracks project progress; ensure ongoing client interface and communication.
- Support various cost units by providing technical guidance for sales pitching.
- Prepare business proposals that respond to client service requests.
- Analyse market trends and recommend changes to marketing and business development strategies; develop evidence-based and tailored marketing strategies.
- Implement overall business and marketing strategies; communicate strategic goals; outline goals; defined deliverables; provide relevant training to ensure successful achievement of set goals.
- Develop Talent Relationship Management (TRM) and Client Relationship Manager (CRM) strategies for retention and loyalty.
- Represent the company at industry events and conferences.
- Lead and support a team to meet specific business and performance targets.
- Drive client relationship management; ensure high quality service delivery to maximise client satisfaction.
- Drive direct marketing initiatives.
- Enhance company image.
- Grow market share.

The Person

Minimum requirements:

- A Master's degree in Marketing, Business, or other commerce related field.
- At least 5 years relevant work experience in a management role.
- Marketing, accounts, or relationship management experience.
- Excellent English capability and excellent report writing skills.
- Knowledge of business process design.
- A solid background and/or understanding of HR advisory services will be a distinct advantage.
- Strong business acumen and an entrepreneurial flair.
- Intimate understanding of traditional and emerging marketing trends, technologies, and methodologies.
- Budget management skills.

Competency requirements:

- Ability to think creatively and innovatively.
- Strategic orientation and a robust interpersonal capability.
- Willingness to learn and an inclination to on-going professional development.
- Ability to listen carefully and objectively understand verbally conveyed information.
- Self accountable as well as an ability to hold account by the organisation to deliver to exceptional standards of excellence.
- Self-driven, focused, and an inherent ability to work well with others.
- Analytical and able to effectively evaluate situations against standard criteria and logical assumptions.
- Strong technical abilities relevant for this role.
- Ability to provide positive and constructive feedback to others, ensuring team progress and improvement.
- Ability to appropriately and effectively manage unique team members in a way that optimises goal achievement.
- Good time management skills and ability to manage deadlines.
- Excellent verbal and written communication skills.

Interested?

Our client offers an attractive package commensurate with qualifications and experience. The closing date is **26 July 2019** and suitably qualified individuals are encouraged to apply. We will only consider Namibian candidates and request that you e-mail your CV to craig@potentia.com.na for the attention of **Mr Craig Dennis**. If you have not received an acknowledgement of your application within 2 working days, kindly contact us on 061 381 000. Please be advised that all applications will be handled exclusively by Potentia and **all selected candidates will be required to undertake an assessment test. Only electronic CV's will be accepted.**