

# MARKETING CONSULTANT



## We're looking for a passionate, imaginative **MARKETING CONSULTANT**

### **Allow us to introduce ourselves**

We're A Different View, an international consulting firm specialising in visitor experience. We were set up more than a decade ago by two women around a kitchen table in Nashville who had ideas, passion, skills and a vision to make a difference to their clients. Although our team in the US and UK has grown, our vision (and love for chocolate) has remained the same. Every day we have lots of fun providing creative, innovative thinking that helps clients make the best strategic decisions for their long-term success. So far, it's going brilliantly, but we could use some help.

### **And that's where you come in**

We're looking for a fantastic, part-time, freelance marketing consultant to join the team and help our clients in inspiring and imaginative ways. Our clients are mainly from these sectors:

- **Museums and heritage**
- **Arts and culture**
- **Zoos and aquariums**
- **Themed entertainment**

You should have a few years' experience of working in any of these areas, plus you'll need to really understand the essence of 'visitor experience', since everything we do is about that. And although, technically, you'll be a freelance, we'll make you feel like a close member of the team and will invest in your professional development.





*“We’re looking for people who are passionate about making a difference and consider themselves supportive, intelligent, imaginative and principled”*

### **What else we need from you**

- You’re someone who’s passionate about making a difference and consider yourself supportive, intelligent, imaginative and principled.
- You’ll have experience helping clients write marketing strategy and plans, (ideally with experience of HLF applications).
- You should understand and be able to write a brief for market research services.
- You’ll preferably have a themed attraction background with a proven track record of smashing marketing goals.
- You’ll have a good knowledge of digital – it is 2013 after all.
- You’ve got branding experience? All the better. We’re all about building a branded experience and so are our clients.
- Good facilitation skills are a must.

### **Can’t wait to apply?**

Great. We’re happy to hear from people all over Europe and the UK, but we have an urgent need for consultants within the UK.

If you have the experience, share our passion and would like to apply, **send us a response in any electronic form by email that shows off your imaginative side** and shows you’ve made a difference to those you work with. Oh, and make sure you tell us why you’re simply perfect for the job.

**Have fun and send your response to [iamyourperson@adifferentviewonline.com](mailto:iamyourperson@adifferentviewonline.com) by 14th June.** Please note that our computers are fitted with over-eager boring filters – so no dull CVs please!

If we love what you tell us, we’ll arrange to interview you via the magic of Skype or FaceTime. We look forward to being wowed.

**Have a poke around at [www.ADifferentViewOnline.com](http://www.ADifferentViewOnline.com) to find out more about us.**