



## **About Caprē Group:**

Caprē Group is a high growth, preeminent shopper capability consulting firm whose high performance team and proprietary products and services enable break-through wins at retail for our clients. For over 10 years we have helped companies design, build and deploy new capabilities needed to drive impactful business results across the full path to purchase.

Our approach is to work collaboratively with our clients as a complement to their own teams, believing the most lasting impact results occur when lasting capabilities are built. Our consultants have extensive experience as leaders within major CPG companies, and understand intuitively how to help clients build breakthrough yet actionable and practical strategies and capabilities.

## **Position title:**

Marketing Consultant

## **Summary of the Position:**

The Consultant serves as an integral part of the client project team, delivering outstanding engagement results and client satisfaction

- Significant contributor of deliverables as a member of a broader team
- Manages project timeline and helps senior consultant ensure project stays on time and on budget
- Thought-partner with team members to solve problems and deliver with excellence
- Works independently with a focus on client impact, but understands when to get additional information or guidance to ensure work is meeting objectives
- Manages ongoing communication and work flow with client team

- Identifies the best approaches and resources needed to gather information required for engagement
- Synthesizes findings into insights and applies to business opportunity or challenge
- Develops potential strategies and solutions and makes recommendations with team
- Communicates strategy and solutions concisely through insights and strong rationale
- Continuously pushes self and others to learn, innovate and grow
- Supports team in executing project deliverables
- Supports firm-wide marketing and sales activities through identifying potential opportunities for Capre, completing research, and assisting in the development of sales and marketing collateral

**Qualifications / Experience:**

- Bachelors or Master's degree in Business, Marketing or related field; MBA preferred
- 5+ years marketing experience (CPG brand or shopper marketing required) or 5+ years consulting or strategy experience w/ CPG or Marketing focus
- Proficiency in Microsoft Office Suite and deep expertise with PowerPoint and Excel is a must

**Key Competencies**

- Proficient in applying research via insights interpretation (analysis and application)
- Clear and persuasive written and oral communication
- Collaborative and team oriented – internally and with clients (respected and likable)
- Project Management – ability to lead and stay on schedule
- Commitment to client satisfaction (internal and external)

- Resourceful and proactive - ability to work independently but knows when to ask for direction

### **Values & Work Characteristics:**

- **People:** Works collaboratively and respectfully with others, with a demonstrated commitment to teamwork and achieving group objectives.
- **Performance:** Driven to exceed ambitious performance objectives and quality standards
- **Impact:** Focused on creating impact; proactively manages to minimize distraction from critical priorities
- **Growth:** Demonstrates an entrepreneurial spirit, taking ownership in helping driving success

### **Location:**

The job is located at our Caprē Offices in Atlanta, Georgia

Travel 20-40%

### **Salary and Benefits:**

- Base Salary commensurate to experience with up to 15% bonus
- Health benefits and 401K program offered

### **Contact:**

For additional information about Caprē Group, please visit [www.capregroup.com](http://www.capregroup.com)

If you would like to be considered for this position, please submit your resume via email to [careers@capregroup.com](mailto:careers@capregroup.com)

