

We're hiring a Brand Strategy Consultant

At **Bradley: The Brand Agency**, we build the brands that break through. We believe in curiosity, creativity and commercial thinking. We're recruiting a brand consultant who has a sharp strategic mind, a natural curiosity and a way with words, with proven experience working with Irish enterprises.

Does this sound like you? Then please send us a cover letter outlining why you believe you're the right person to join our agency and a copy of your CV to andrew@bradleybrand.ie

Bradley: The Brand Agency is proud to have been involved in the development of many of Ireland's most successful B2C and B2B brands. Working primarily with owner managed businesses, we offer brand strategy, brand design and creation, digital marketing communications and web development, and employer branding.

Brand Consultant Role Overview

As a **Brand Consultant** at Bradley: The Brand Agency, you will play a key role in developing and executing brand strategies for a range of Irish enterprises. You will work closely with digital marketing specialists, graphic designers, developers, and content strategists to create brand narratives that make a real impact.

Key Responsibilities

Brand Strategy & Research

- Conduct desk research and gather insights to inform brand strategies.
- Benchmark competitor brands and industry trends relevant to the client.
- Design and facilitate workshops to deeply understand client brand positioning.
- Conduct stakeholder interviews, extracting key insights to shape strategies.
- Present relevant findings and insights to clients and internal teams in a clear, engaging manner.

Client Engagement & Communication

- Serve as the primary liaison between clients and the internal team.
- Build strong relationships with clients, fostering trust and collaboration.
- Translate client needs into structured briefs for design and strategy teams.
- Maintain proactive communication with clients via email, phone, and meetings.
- Ensure high levels of client engagement and satisfaction throughout projects.

Content & Brand Storytelling

- Craft compelling brand narratives and strategic messaging across various industries.
- Define and refine brand personality, tone of voice and in turn, develop a brand language aligned with the value proposition of the brand.
- Develop persuasive and engaging copy for brand positioning, marketing materials and internal communications.
- Ensure brand messaging aligns with client objectives and resonates with target audiences.

Project & Account Management

- Conduct brand strategy projects from inception to completion, ensuring timely delivery.
- Manage multiple client accounts, tracking progress and aligning resources as needed.
- Prepare project plans and milestones to ensure smooth execution.

Presentation & Reporting

- Confidently present brand strategies and recommendations to clients.
- Prepare clear, structured reports summarising research, insights, and strategic direction.
- Work collaboratively with internal teams to translate strategic recommendations into tangible brand assets.

Qualifications & Experience

- **2-5 years** of experience in brand strategy, marketing, or a similar role.
- Proven ability to conduct client interviews, facilitate workshops, and develop brand strategies.
- Experience managing multiple stakeholders across different teams.
- Strong understanding of branding principles and Irish market trends.
- Must have marketing experience **based in Ireland** (overseas applicants will not be considered).
- Exceptional written and verbal communication skills.

The Ideal Candidate will be

- **Curious & Observant** – able to notice subtle insights in client interactions and market research.
- **A Skilled Communicator** – both in writing and in person, with the ability to craft compelling brand stories.
- **Strategic & Analytical** – able to see the big picture while paying attention to the small details.
- **Confident & Collaborative** – comfortable working independently and as part of a team.
- **Proactive & Organised** – capable of managing multiple projects and client relationships effectively.

What We Offer

- **Full-time, permanent contract** with a hybrid working model.
- **A dynamic and creative team culture** that fosters learning and professional growth.
- **Access to key decision-makers** in one of Ireland's leading brand agencies.
- **Competitive salary** based on experience.
- **Fast-paced agency experience** working with diverse and exciting brands.

Application Process

To apply, please send the following to andrew@bradleybrand.ie

- ✓ **Cover letter** explaining why you're the right fit
- ✓ **CV** (max two pages)
- ✓ **Anything else that you think is relevant!**

Recruitment Process: Screening call → Online interview → In-person interview with an assignment.

Proposed Start Date: Dependent on the successful candidate.

Bradley: The Brand Agency is committed to diversity and equal opportunities, welcoming applicants from all backgrounds.

About us

At the forefront of brand and design thinking in Ireland for over 30 years, we're proud to have created brands that have grown to become household names. Working mainly with owner-managers, many in the B2B sector, we articulate their brand's point-of-difference. First of all, by defining what their brand stands for, and secondly considering how best to present their brand as being relevant and engaging to customers.

Our focus is growth. How can we grow our client's sales? How can we grow brand awareness? How can we grow our client's business in new markets? We are proud that our commercial focus has delivered significant growth for most of our clients, often double-digits in the first year.

We're at our creative best working clients who want to disrupt and differentiate themselves. We're not afraid to ask awkward questions, dig deep or roll our sleeves up, always seeking what is best for our client's brand. We believe good design creates dynamic, ever evolving and meaningful relationships with customers. These positive connections help to foster brand loyalty, curiosity and engagement.

Working closely with our clients, thoughtfully provoking them, we become their candid advisors on how to communicate their offer. We make sure we get to the bottom of what their brand purpose is. It's our purpose to define and refine that, to bring it to life.

A team of 12, made of designers and marketers working together to harness and leverage the potential of brand. We take our work personally, and don't feel the job is done until the brands we create reach their full potential.

The company values diversity and is an equal opportunity employer. We welcome applications from all qualified candidates regardless of race, religion, gender, sexual orientation, or disability status.

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