



GROWTHWORKS IS GROWING!

Job Listing: Consultant or Senior Consultant Position Location: Chicago, IL, or Ann Arbor, MI

Note: We are currently formulating our post-covid office plans regarding work-from-home schedules and protocols. This position is limited to people in either Chicago, IL or Ann Arbor, MI and will not be 100% remote.

Are you an analytical, intellectually curious person with an enthusiasm for solving business challenges? Do you have experience (and a genuine interest) in marketing, strategy, or innovation work? Are you ready for a role where you can jump in and make a real impact? If yes, we are looking for a collaborative team player to join our growing strategy and innovation consulting firm.

About GrowthWorks

We live in a world of rapidly accelerating change, complexity, and disruption, placing ever greater demands on organizations and the people who are responsible for their success. GrowthWorks is an innovation and growth strategy consultancy whose fundamental mission is to help these organizations drive the kind of transformational growth required for long-term results, despite the disruption happening all around them.

A wide range of clients – from emerging startups, to Fortune 100 firms, to non-profit organizations – come to us for a deeper understanding of disruption and how the future might unfold for them. We start with that grounding, then use unique tools and techniques to help them solve a variety of growth challenges:

- Business Strategy ▶ Planning (Vision/Mission), Business Models, Commercialization, Expansion
- Innovation Strategy ▶ Platforms, New Products/Services/Experiences, Roadmaps
- Brand Strategy ▶ Positioning, Value Proposition, Brand Identity

We bring a mission-driven mindset to the work and the recognition that helping companies thrive can positively impact the communities in which they operate. In fact, this mind-set is part of our culture. We deeply care about our teammates, our clients, and the broader world around us. But this doesn't mean we aren't laser-focused on success. There is strong motivation and an extraordinary commitment to deliver transformative, high-impact work and be second-to-none in our tradecraft. We are accountable to ourselves and each other to make this happen.

About the Role

We are seeking an experienced Consultant with a proven track record in strategy, innovation, and/or marketing to join our team full-time. The position offers the opportunity to manage an extensive scope of responsibilities in a fast-paced consulting environment, helping our clients tackle complex business issues. You will work with and interact closely with GrowthWorks' senior management and analyst teams on client engagements across a variety of industries.

GrowthWorks offers a unique challenge for bright individuals who take pride in performing high level work in a casual, yet professional environment where creativity and intellectual curiosity are highly regarded. Strong teamwork skills as well as the ability to work independently are required.

In this role, you will be a critical team member on short- or long-term projects that address a variety of client issues and needs. The work is varied, but may include:

- Gathering and interpreting information from a variety of sources (secondary research, expert interviews) and “connecting the dots” across data points to provide clear, comprehensive findings:
 - Category, Competitive, and Channel assessments
 - Identification of trends, disruptive forces, and emerging market activity that will impact clients
 - Financial analyses
- Helping manage qualitative and quantitative consumer research studies, working with outside suppliers as needed to field research, write insightful reports, and ensure error-free product delivery
- Supporting branding, positioning, and portfolio architecture assignments
- Planning and supporting strategic planning sessions
- Helping develop new product concepts for clients by planning and playing a key role in:
 - Dynamic Ideation sessions
 - Concept co-creation and validation research with consumers
- Creating and presenting interim / final deliverables to senior client teams

About You

Our ideal candidate is eager and hungry for a challenge and excited about the opportunity to work for a small, well respected consulting firm filled with caring, collaborative people. Our clients are amazing – and with a history of repeat business, they seem to like us, too. As we grow, we are actively putting systems and people in place to take GrowthWorks to the next level of innovation and growth strategy consulting. We are looking for someone with the following traits and experiences to join us on the journey:

- 4-8 years of experience in marketing, brand management, or innovation/strategy consulting
- Strong academic background, minimum BBA, BA or BS; Master's level degree preferred
- Excellent analytical and problem-solving capabilities; a creative, “big idea” thinker
- Experience in conducting market research studies and a genuine interest in uncovering deep motivators and drivers of behavior; quantitative study and qualitative moderation experience a plus
- An overall understanding of current business trends and challenges
- Advanced interpersonal, communication, and presentation skills; able to communicate with ease across a range of internal and external audiences
- Intellectually curious self-starter who can work independently and collaboratively; willingness to learn and stretch thinking beyond past experiences
- Strong work ethic and the ability to simultaneously manage multiple, sometimes unpredictable projects
- Well-versed in business applications (PowerPoint, Excel, Google Suite)

If this describes you, we'd really like to hear from you!

To Apply: Please send your resume and a cover letter (required) detailing why you are right for this role to contact@glgrowthworks.com.