

Brand Strategist

MAIN FUNCTIONS:

Create an applause-worthy experience through your responsibilities of: managing day-to-day communications and projects for assigned clients and lead in client presentations. Participate in cultivation of client relationships delivering unparalleled service.

DUTIES:

Participate in developing strategic branding campaigns and marketing plans, producing strategic documentation, including competitive analyses, positioning & messaging, brand and project briefs.

Manage projects to ensure deadlines and budgets are met. Participate in development of client profitability reporting and analyze results of client projects and campaigns.

Manage account service documentation for assigned brands, including billing, estimates, schedules, status reports, conference reports.

Evaluate creative execution to ensure marketing needs are being met and participate in creative presentations to clients.

Conduct marketing research and analysis – to include psychographics, industry trends, competitive analysis and interpretation of market responsiveness to positioning strategies.

Stay up-to-date on client's business and industry through relevant trade publications, Internet resources, etc.

Assist in harvesting new business opportunities through cultivation of new relationships, consistency of delivery, commitment and earned client applause.

Actively pursue continuous learning, development and research on the topics relevant to focus area, agency and the clients we serve. Take on passion projects as time allows to make R+M even better.

QUALIFICATIONS:

Experience Minimum 3 years experience in brand strategy or demonstrate proficiency in functions and duties of a Junior Brand Strategist. Previous agency experience required. Understanding and experience in a broad spectrum of brand building, such as advertising, graphic design, direct marketing and content creation. Fluent in MS Office Suite. Working knowledge of G Suite, Google AdWords, Google Analytics, Creative Suite and Acrobat. Understanding of and willingness to learn about various marketing automation platforms.

Conceptual abilities in both the creative and logical presentation of ideas and messages.

Large-scale project management skills as well as writing skills are required. Organization, time management and exceptional people skills a must.

Education Bachelor's degree required.

Attributes Willingness to jump in and provide assistance outside of job description as required to achieve team success. Ability to multi-task and work effectively under pressure. A positive, enthusiastic attitude is essential. Ability to make quick intelligent decisions. Have patience, care and flexibility in dealing with others. Sense of humor required.

Physical Effort For the most part minimal. Requires frequent use of computer and other standard office equipment. Also requires occasional travel and out of office visits with clients and/or vendors.