



# Brand Strategist

## MAIN FUNCTIONS:

Create an applause-worthy experience through your responsibilities of: managing day-to-day communications and projects for assigned clients and leading 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 the 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 demonstrated proficiency in functions and duties of a Junior Brand Strategist. Previous agency experience preferred. 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 Ads, Google Analytics, Creative Suite and Acrobat. Understanding of and willingness to learn about various marketing technology 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

Associate of Applied Science (AAS) degree accepted, Bachelor of Science Degree preferred.

### Attributes

Willingness to jump in as required to achieve team success. Ability to multi-task and work effectively against multiple competing priorities. A positive, confident attitude is essential. Ability to make prompt intelligent decisions. Have patience, care and flexibility in dealing with others. Sense of humor and humility required.

### Physical Effort

For the most part minimal. Requires frequent use of computers and other standard office equipment. Also requires occasional travel and out-of-office visits with clients and/or vendors. Please note R+M values the importance of creating equitable access and reasonable accommodations for qualified persons with physical or mobility limitations.

## DIVERSITY, EQUITY AND INCLUSION:

As a brand experience agency and Certified B Corp, we strive towards building a more equitable, inclusive and diverse environment for our team every day. We believe that engaging different perspectives leads to breakthrough thinking, fosters more strategic creativity, builds stronger brands, and uplifts employee dignity and belonging.

R+M welcomes and embraces strategic do-gooders and creative spirits from all walks of life. As such, we make recruitment, employment, promotion and all other people-centric decisions without regard to: race, color, religion, national origin, age, sex, gender identity or expression, sexual orientation, physical or mental disability, military status, genetic information, ethnicity, culture, citizenship, family and parental status, socioeconomic status, or personality type.

## ABOUT US:

R+M creates experiences that get people talking about brands that positively impact our health, well-being and social responsibility. The agency's whole-brand approach leverages traditional tactics alongside unconventional approaches that connect clients with their customers. Though the agency has garnered its share of local and national recognition, it's most proud of the fact that more than 90% of its growth comes from referrals. It's the result of client partnerships built on trust, going above and beyond, delivering, debating and respect. R+M is proud to be Referral Grown.