



Senior Brand Strategist

MAIN FUNCTIONS:

Create an applause-worthy experience through your responsibilities of: overseeing and managing multiple brands simultaneously while proactively recommending new strategic ideas to clients. Maintain and grow client relationships, delivering unparalleled service.

DUTIES:

Develop, plan and present, comprehensive marketing/social media/public relations/media strategies and tactics that align with client goals.

Monitor, analyze and deliver results reporting on marketing/social media/public relations/media strategies. Proactively make strategic adjustments to effectively meet client expectations and foster account growth for our agency.

Negotiate proposals and budgets with clients, making necessary modifications and ensuring contracts are signed (and perceived as highly valuable to involved parties). Manage overall client profitability.

Acquire, and share with the internal brand team, knowledge of the client's business so both opportunities and/or concerns may be anticipated.

Lead in conducting survey research and analysis – to include psychographics, industry trends, competitive analysis and interpretation of market responsiveness to positioning strategies.

Manage account service documentation, day-to-day communications for assigned brands, including billing, estimates, status reports, project timelines, budgets and schedules.

Mentor team members by setting individual goals, providing training where necessary and helping them to develop positive relationships with clients, vendors and agency team members.

Responsible for identifying new business opportunities by engaging our clients for additional work that will support their brand growth and by activating them for referrals through earned client applause.

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

QUALIFICATIONS:

Experience

Demonstrate proficiency in functions and duties of a Brand Strategist or minimum 6 years experience in brand strategy or brand building. 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 and Google Analytics. Working knowledge of G Suite, Google AdWords, 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.

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

Education

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

Supervision

Requires the ability to manage to motivate, fulfilling ongoing coach/player performance appraisals for those you manage.

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.

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. rmagency.com

Beyond Base Salary

R+M strives to celebrate our collective success by reinvesting in the people who make that possible. In addition to base salaries, bonuses for full-time employees will be determined based on agency profitability and the overall health of our business. As a Certified B Corp valuing transparency and open communication, R+M's financial health is shared with the team on a quarterly basis.

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.