



Brand Manager

MAIN FUNCTIONS:

Create an applause-worthy experience through your responsibilities of: assistance in management of multiple, simultaneous projects and helping to ensure deadlines and budgets are met. Learn, orchestrate and enhance project process flow. Assist in client presentations. Support brand guardian teams in leadership activities for core accounts.

DUTIES:

Assist in developing client branding campaigns, producing strategic documentation, including competitive analyses, brand & project briefs.

Provide input during ideation sessions for new ideas and development of client strategies.

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

Provide client service assistance for assigned brands, including development of estimates, schedules, status reports, monitoring of production/creative deadlines and assisting with media placements.

Assist with proofreading copy, artwork, layouts and mechanicals prior to client review.

Communicate with assigned clients on a day-to-day basis as needed.

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

Assist with management of vendor relationships.

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 and yourself even better.

QUALIFICATIONS:

Experience

Demonstrate proficiency in functions and duties of a Brand Coordinator or minimum 2 years experience in brand management. Previous agency experience preferred. Understanding and knowledge in a broad spectrum of brand building, such as advertising, graphic design, direct marketing and content creation. Fluent in MS Office Suite and G Suite. Working knowledge of Google AdWords, Creative Suite and Acrobat. Understanding of and willingness to learn about various marketing technology platforms.

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.

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.

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.