



Director of Brand Experience

MAIN FUNCTIONS:

Create an applause-worthy experience through your responsibilities of: achieving progress in advancing clients' brand objectives with efficiency that results in profit to the agency. Maintain and grow client relationships, delivering unparalleled service.

DUTIES:

Develop, execute comprehensive marketing strategies and tactics that align with client goals and deliver results. Manage strategic documentation and analyze client performance.

Seek opportunities for growth with current brand relationships, and leverage knowledge from those accounts to identify new business opportunities. Lead the agency's efforts to become a valuable resource to the client's organization.

Assist with agency operations, marketing and business development needs. Participate in forecasting and budgeting with regard to business development.

Lead in the development of client presentations, RFP development and communication plans. Negotiate budgets making necessary modifications and ensuring contract signing. Manage overall client profitability upon project approval. 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.

Cultivate a team environment. Ensure you are “living the brand” and mentor team members by setting a good example and providing training where necessary to help them develop positive relationships with clients, vendors and agency team members.

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

Demonstrate proficiency in functions and duties of a Senior Brand Strategist or minimum 8 years experience in brand strategy & communications. Previous agency experience required. Decision-making authority and passion to identify new business opportunities are a plus. 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 automation 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

Bachelor's degree required. Master's 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.

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 96% 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.

Please visit www.rmagency.com/career for benefit highlights.