

## Brand Strategist

**Position Status:** Full-Time

**Expected Hours:** 8-4, Monday – Friday; no overtime; minimal travel

**How to Apply:** Send cover letter and resume to [tammy@element212.com](mailto:tammy@element212.com).

*Element212 is seeking a team-oriented individual who has a passion for marketing and has exceptional customer service and communication skills to serve as Brand Strategist. We offer a fun and flexible work environment, strong team camaraderie, and the opportunity to challenge yourself with a variety of unique clients and marketing opportunities. If you are a natural leader who loves being creative and is goal-oriented, then this may be the right fit for you!*

### Key responsibilities and tasks include:

- Develops plans and implements strategies for all assigned accounts.
  - Assigns goals to be met at specific time intervals
  - Develops KPIs for strategy efficacy
  - Creates marketing strategies to achieve specific goals
- Coordinates campaign priorities with team members in weekly team meeting
- Manages client communications and relationship
- Monitors industry trends for new opportunities with each client industry
- Presents monthly account reviews with client to evaluate effectiveness of strategy and to discuss upcoming strategies
- Manages day-to-day client communications
- Write and send regular (weekly in most cases) status updates/needs
- Resolves clients' concerns

### Qualifications & Experience:

- Bachelor's Degree in Marketing or related field or have 2+ years' experience in Marketing and/or Brand Management
- Knowledge and understanding of the principles and methods for showing, promoting, and selling products and/or services
- Knowledge and understanding of the underlying technology and research related to marketing and terminologies used in the marketing industry

### Direct Reports:

You report to the President but will work closely with all team members. You will have bi-monthly process and progress meetings with the executive team. Each team member is expected to participate in whole-team gatherings such as strategy and brainstorming sessions, team-building activities, and priority meetings. You will be expected to give regular clients updates and report campaign results in face-to-face meetings, video conferences, and emails.



## Personal Attributes & Values:

- Strong and effective in the areas of verbal and interpersonal communications, and time management
- Embraces excellence in customer service
- Responds quickly to unplanned client requests
- Self-motivated and able to take initiative
- Can work independently and within a team environment
- Can adapt to changes in the work environment; manages competing demands; ability to handle frequent change, delays, or unexpected events.
- Can manage a team in planning and decision-making processes
- Speaks clearly; listens and gets clarification when necessary; responds informatively to questions; demonstrates group presentation skills; ability to facilitate meetings.
- Identifies and resolves problems efficiently; gathers and analyzes information; develops solutions; works well in group problem solving situations; uses sound reasoning for recommendations and decisions.
- Can develop and coordinate multiple strategic campaigns
- Has strong time management skills, managing the team to complete projects on time and budget.
- Demonstrates accuracy and thoroughness; seeks ways to improve and promote quality; applies feedback to improve performance; monitors his/her work to ensure quality.
- Has strong attention to detail skills, reviewing work and proofing for accuracy and quality before presenting to client.
- Must be able to work both independently and with a team
- Embraces excellence in customer service
- Eagerness to adapt and face obstacles and challenges with optimism
- Sense of urgency to make things happen and meet deadlines while striving for accuracy and excellence
- Desire to delight clients and team members by exceeding expectations
- Optimistic, sociable, cooperative, and empathetic team player
- Passionate about and committed to growing yourself, Element212, and our clients

## Benefits

- 2 weeks paid vacation
  - Additional PTO is earned with years served
- 3 paid personal days
- 3 paid sick days
- Paid holidays
- 2 remote days weekly, offering a flexible, balanced life
- Monthly team activity or outings
- Performance bonuses



## What to expect in this role:

- **Assessing & growing your accounts**

As a Brand Strategist you will need to be constantly assessing the existing and future opportunities for your clients. You will be expected to be up on industry forecasts given by the clients so you can identify what marketing strategies should be considered to enhance your client's marketing efforts.

- **Collaborate with creative and other departments to ensure delivery of great work**

The Brand Strategist is responsible for helping to create great work by gaining access to and sharing all the information the agency team needs. You will be involved throughout the process, working with the design, content, digital teams, and occasionally outside vendors. In addition, the Brand Strategist will present the work to the client for review and approval.

- **Achieve the client's marketing goals**

This is the baseline skill for a Brand Strategist. If the client's goals aren't met, it doesn't matter if the work is good or if the relationship is strong. You will be expected to learn and understand the client's business and short and long-term goals. You will be required to analyze metrics with key team members to show efficacy of your work.

- **Manage agency resources with profitability and efficiency in mind**

As Brand Strategist, a large part of your role is making sure client accounts remain profitable. That means making sure you grasp the contract scope and maintain those boundaries in a positive, but firm manner. Proper planning and direction from you prevent work from going through multiple rounds of revisions.

- **Keep clients happy**

Brand Strategists need to keep the client happy with the entire agency, not just the Brand Strategist. It is the Brand Strategist's role to understand and relay why work was done a certain way, particularly if a client disagrees or degrades work from other departments. Our team functions as a unit and the Brand Strategist should be working to increase the client's level of trust for the agency and its internal experts.

