



Brand Architect role description

The Brand Architect will work in tandem with the Agency Account Director and in conjunction with the internal team and the client staff to develop and implement strategic planning initiatives for the account. This role requires a creative business thinker who can skillfully research, plan and execute strategic marketing and advertising solutions; an individual who has a passion for the marketing industry and a strong desire for personal and professional growth; and an outstanding communicator, capable of presenting and selling innovative ideas and marketing plans. This person will become the expert on the brand within the Agency and primary Agency contact person with the client team. The Brand Architect of this account will monitor, support and coordinate all of the day-to-day efforts regarding the brand. This position will report directly to the Director, Brand Stewardship and will also work closely with the President/CEO. The duties and responsibilities of the Brand Architect will include, but are not limited to the following:

- Lead cross-functional teams, including creative, production, traffic, design, interactive and social media, to execute programs on time and with maximum effectiveness
- Develop and build expertise through industry and competitive trend research and analysis and by evaluating the total program impact
- Identify growth opportunities within product line by understanding consumer wants, needs, and beliefs
- Develop product-focused programs to create growth supported by compelling business cases and creative briefs
- Recommend promotions and PR activities for product programs
- Collaborate with and support the internal and field teams in the development of local market initiatives to ensure the appropriate expression of the product or program such as the Ambassador program
- Analyze data for business cases and to help develop category strategy

- Develop creative briefs for branding, advertising and merchandising materials
- Responsible for the development and implementation of all marketing program components by recommending action on creative, merchandising materials, and promotions to the Account Director and client team
- Maintain current and intensive knowledge of the client's business to anticipate strategic changes
- Manage the development of the advertising activities in accordance with the client's objectives and budget limitations
- Report and communicate program effectiveness to allow for continuous growth, learning and improvement
- Manage account support systems such as administrative, budget and traffic media
- Work with the Director, Brand Stewardship towards the growth and professional development of team members

Qualified candidates will possess the following skills, experience, education and abilities:

- Bachelor's Degree in Advertising, Marketing, Communications or similar
- 5 - 7 years experience in agency or corporate marketing setting with first hand knowledge of agency systems
- 5+ years brand management experience in distribution channel products, consumer packaged goods and/or spirits preferably with retail experience
- A clear understanding of the principles and methods behind the branding process; knowledge of marketing strategy elements and the full range of marketing and communication channels
- The ability to create, present, sell, execute and track a marketing plan
- General business knowledge in order to understand and interpret complex client business needs and situations
- Ability to work with diverse audiences, individuals and groups internally and externally

- Exceptional project management and organizational skills
- Excellent communication and presentation skills, effective in presenting and selling creative ideas and marketing plans
- Ability to work effectively with internal agency departments and external client team
- Willingness to travel up to 20% or 2 - 3 days per month

To apply for this role, e-mail your resume as an attachment to executivesearch@olivergroup.com