

Brand Marketing Manager Job Description

Overview:

We're looking for an exceptional Brand Marketing Manager who will be responsible for managing marketing campaigns, content strategy, and managing the brand across all touchpoints. This role will work closely between the internal creative team, external agencies/partners and the performance marketing team, to plan messaging and develop insights to drive great content and creative that delivers on our brand proposition and optimizes marketing performance.

This role will report to the Head of Brand and assist in all responsibilities that fall under her scope including but not limited to: brand strategy, PR, events, social media, influencers, brand partnerships, collaborations, social impact. etc.

Responsibilities:

Brand Strategy / Storytelling

- Assist in crafting and refining the Birdies story so that it resonates with consumers and internally provides the right focus
- Develop strong audience-focused brand messaging and priorities that builds the foundation for brand and content marketing campaigns and elevates Birdies brand perception & affinity
- Assist in conducting market and user research to drive insights that drive strategy and competitive differentiation, and develop go-to-market strategies that span multiple earned, owned, and paid media
- Maintain brand guidelines and ensure they are consistently executed across the company
- Ensure that the Birdies story is clearly communicated in an omnichannel manner to all stakeholders and customers

Campaign Management

- Assist in creating integrated marketing campaigns as well as an overall brand communication approach to successfully help sustain a long-term brand strategy
- Ensure a consistent look & feel across all campaign elements and channels
- Execute campaign across all key channels

PR & Events

- Draft press materials and develop story angles to support Birdies brand vision
- Assist in creation and execution of PR and media relations strategy
- Support experiential marketing events such as pop up stores and other retail experiences
- Develop and execute an integrated PR strategy to grow our name across campaigns, partnerships, events and new launches

Brand Partnerships

- Develop brand partnership strategy to amplify Birdie's brand story and awareness
- Identify key partners for social giveaways & longer term partnerships with shared storytelling across owned channels

Social Impact

- Assist in creating the social impact strategy including identifying the right cause marketing partner and determining key programming throughout the partnership
- Enhance storytelling of our social impact strategy to consumers across all owned channels as well as integration with broader campaign messaging
- Execute "giving back" events and determine ways to make this press-worthy and enhance Birdies brand perception

Qualifications:

- Bachelor's degree with 5-7 years of experience
- Previous experience in Brand Management, PR, and/or Integrated Marketing required, preferably with a consumer fashion/lifestyle/beauty brand
- Experience in campaign development and working with agencies
- Experience with PR, strong understanding of the media landscape; strong news sense and knowledge of what it takes to generate impactful media coverage
- Experience in developing and successfully executing PR and communications plans
- A passion for community building and story-telling
- Ability to work well under pressure, with multiple/competing deadlines, on various projects
- Apply critical thinking in order to prioritize and achieve goals and objectives
- Proactive and enthusiastic in approach, with the ability to keep an open minded

- Solution-oriented with the ability to be flexible and navigate unforeseen obstacles and opportunities with a positive attitude
- Strong strategic and creative thinker
- Dynamic interpersonal, organizational, and communication skills
- Organized, self-motivated and scrappy, willing to do more with less and able to creatively problem solve
- Thrives in an environment that is fast-paced and rapidly changing