



**Brand Marketing Director**  
VESTWELL (NY)

**Job Category:** Sales/Marketing/Business  
Development

**Job Source:** nrbjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Posted On:** 21 Apr 2024

**Application Deadline:** 20 May 2024

## Job Context

- The Marketing team at Vestwell is growing! We are looking for a creative and strategic Director of Brand Marketing to take the company into the next phase of growth. This position will play a pivotal role in shaping our brand identity, driving awareness, and driving loyalty among our clients and partners. The ideal candidate gets wildly excited about brand and messaging frameworks, naming principles, color palettes, and tone of voice guidelines.

## Job Description/Responsibility

- Own and evolve Vestwell's brand strategy, including naming, messaging frameworks, and standards across our channels; collaborate with various teams and divisions on brand architecture
- Help develop updates to the Vestwell brand across our visual system, voice and tone, and guidelines for each of our marketing channels Manage the brand department's vision, goals, and budget, ensuring the team is supported and successful in bringing all initiatives to life
- Be a steward of the brand internally and externally, ensuring all channels and departments are working toward the same brand vision and brand personality comes across in everything we do
- Implement the brand strategy through differentiated and impactful marketing campaigns across all markets and key identified targets
- Lead the planning, execution, and optimization of integrated brand campaigns across various channels, including digital advertising, social media, email marketing, events, and PR. Collaborate with cross-functional teams to ensure campaigns align with brand objectives and deliver measurable results. Ensure consistency and coherence across all brand touchpoints, including digital platforms, marketing materials, and product interfaces
- Conduct market research, competitive analysis, and consumer insights studies to inform brand strategy development and optimization. Stay current with industry trends, regulatory changes, and consumer preferences to identify opportunities for brand innovation and differentiation
- Establish key performance indicators (KPIs) and metrics to track the effectiveness of brand initiatives and campaigns. Analyze data and insights to evaluate brand performance, identify areas for improvement, and make data-driven recommendations for optimization.

## Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

## **Experience Requirements**

- No experience is required.

## **Skills Requirements**

- Strong strategic thinking and analytical skills, with the ability to translate business objectives into actionable brand strategies and initiatives.
- Self-starter who can operate well in a collaborative team environment and adapt effectively to changing business priorities/strategies.
- Excellent verbal and written communication and presentation skills
- Expertise in, and hands-on experience with, corporate branding positioning, brand messaging and marketing communications with the ability to drive, implement, and operationalize the brand strategy in a matrixed, consensus-driven environment
- Strong understanding of marketing campaigns, editorial content, and analytics and how they work together to inform decisions that affect the brand
- Excellent leadership and communication skills, with the ability to inspire and influence cross-functional teams and stakeholders.
- Creative thinker with a passion for innovation and a keen eye for design and visual aesthetics.
- Demonstrated ability to drive results, meet deadlines, and manage multiple projects in a fast-paced, dynamic environment.

## **Work Area**

- Applicant should have experience of working in the following category(ies):  
Sales/Marketing/Business Development

## **Industry Type**

- Experience should include the following skills: IT/Telecommunication

**Address:** New York, NY, New York, NY, United States

**Company Profile:** Enterprise Software & Network Solutions

**Company Website:** <http://www.vestwell.com/>