



Associate Brand Manager Creative Marketing  
VERIZON

**Job Category:** Marketing/Sales

**Job Source:** nrbjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Posted On:** 14 Oct 2024

**Application Deadline:** 12 Nov 2024

## Job Context

- You want more out of a career. A place to share your ideas freely — even if they're daring or different. Where the true you can learn, grow, and thrive. At Verizon, we power and empower how people live, work and play by connecting them to what brings them joy. We do what we love — driving innovation, creativity, and impact in the world. Our V Team is a community of people who anticipate, lead, and believe that listening is where learning begins. In crisis and in celebration, we come together — lifting our communities and building trust in how we show up, everywhere & always. Want in? Join the V Team Life.

## Job Description/Responsibility

- Coordinating with the Integrated Marketing, Marketing Planning, Digital, Media, Consumer Insights, Legal and external agency teams to develop creative campaigns, strategies, testing scenarios, and provide creative recommendations to Creative Leadership at Verizon Value.
- Partnering with cross-functional teams to understand the best insights and human truth to develop great creative work.
- Participating with and supporting the Total Wireless creative team in leading the development of annual advertising/content, plans, and marketing objectives, including gaining alignment up to the VP level on all strategies and recommended initiatives.
- Developing briefs for creative work in partnership with marketing strategy, the commercial and insights team, and lead briefing of creative agency partners.
- Working with our creative agency to deliver creative content and assets for the brands, and optimize advertising campaigns to market that reflect deep understanding of brand positioning & strategy.
- Being aware of brand proposition, messaging, and product proof points relevant to our audience targets and recommend what messaging should appear within various creative elements.

- Staying up to date with in-market competitive campaigns, messaging, and creative to inform creative development and decision-making.
- Having an understanding of the creative & campaign development process including strategy, development, execution, and measurement.
- Working closely with the media team and agency to develop strategic testing for creative and track messaging placements and relevant data to help drive future creative decisions.
- Supporting Creative Leadership and partnering with the digital team to develop communication programs (social, base and digital advertising) that are consistent with the brand voice.
- Overseeing and optimizing the marketing production budget and timing in collaboration with creative leadership.
- Providing support for the day-to-day execution of multichannel communications to existing and prospective Wireless customers, which include e-mail, SMS, Push, direct mail and digital tactics.

### **Education Requirements**

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

### **Additional Academic Requirements**

- Bachelor's degree in Marketing and MBA, or other advanced degree.

### **Experience Requirements**

- No experience is required.

### **Skills Requirements**

- Are a highly collaborative team leader with a proven track record in effectively leading, managing, mentoring, motivating, and inspiring others.
- Previous agency and campaign development experience, ideally with value focused retail brands, CPG and/or telecom would be best.
- Are self-motivated, have a growth mindset, and are driven-yet-diplomatic.
- Have a positive attitude, resilience, and adaptability to changes, processes, and structure.

- An understanding of the role of National advertising vs. Local vs. Field vs. Digital, and are always thinking of how to reach our multicultural audience first.
- Desire to drive business results, win awards, and impress other creatives with your work.
- Are forward-thinking, with a balance of analytical and creative thinking.
- Outstanding written and verbal communication skills.
- Proficiency with MS Office and Google Suite.
- Are a self-starter with great organizational skills, and the ability to multitask, working in a fast-paced environment.
- Exceptional sense of urgency, positive mindset with a strong aptitude for learning and problem-solving.
- Proficiency with writing and executing on marketing and creative briefs.
- Experience with A/B testing platforms and focus group research.

## **Work Area**

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

## **Industry Type**

- Experience should include the following skills: IT/Telecommunication

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

**Company Profile:** Telecommunications Services

**Company Website:** <https://mycareer.verizon.com/>