

Job Description: Brand Manager

Overview:

This role is charged with leading key initiatives to drive profitable, sustainable growth for TRA brands while also building brand equity. S/he will deliver against brand strategy by partnering both internally and externally with our partners to design, recommend, and execute comprehensive, integrated marketing activities. This role also serves as an internal advocate for our clients, leading “voice of the client” activities to better understand the total client experience and helping create a client-centric culture within our company. As Brand Manager, this person will gain broad exposure to the functions involved in delivering our brand experience and building loyalty among our client base, including insights, activation, content, technology, operations, sales, account management, and finance.

Responsibilities:

Strategy & Marketing Planning

- Contribute to the development of the marketing strategy, integrated calendar, and execution plans by identifying key client insights, helping us identify white space opportunities, and offering impactful service improvement ideas.
- Bring a client-centric perspective to self-assessment of our business. Utilize journey mapping to map out client experience and assess performance vs expectations, uncover opportunities for improvement (meet expectation), and identify where we can differentiate (exceed expectation).
- Understand the market landscape and where Savoya fits relative to competition

Business Management

- Maintain the Brand calendars
- Manage marketing budget and budget planning processes
- Monitor and report on key financial metrics and milestones

Insight & Analytics

- Develop a systematic approach to putting our finger on the pulse of our customers – in other words, a “Voice of the Customer” program
- Help us define & better describe key customer segments and how best to connect with them to gather feedback (interviews, surveys, customer events, advisory boards, etc.)
- Gather data and analysis, and synthesize into insights and recommendations for next steps to ensure data-driven decision-making

Campaign & Project Management

- Lead key campaigns and programs, for example, trade show preparation, innovation development & rollout, promotional programs, or partnerships.
- Partner cross-functionally to listen, learn, engage others in campaign development.
- Develop training programs and team experiences (onboarding and ongoing) to cross-functionally develop customer-centricity across the organization.



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Creative Development & Communications

- Collaborate with partners to develop creative content to support integrated initiatives, ensuring consistency across programs and with master brand guidelines
- Track and evaluate effectiveness of our creative to improve ROI and future executions
- Build internal and external communication plans to drive awareness and engagement in marketing programs and customer experience enhancements as they roll out.

Sales Enablement

- Develop Sales presentations and materials as needed
- Partner with Sales in planning for key trade events and campaigns
- Maintain the account management toolkit

Requirements & Skills:

- A strong client service orientation and “roll up your sleeves” attitude
- Proven track record in project management, with an ability to multi-task and meet tight deadlines
- Strong leadership capabilities, and ability to collaborate cross-functionally at all levels of the organization
- Excellent interpersonal and communication skills, both oral, written, and presentation
- Eager to learn and always looking for opportunities to build skills and knowledge
- Minimum 3 years’ experience in client-facing operations or client experience-related marketing roles

Our team values self-starters who turn strategic plans into tangible, effective action. Our marketing team is comprised of driven individuals with a deep understanding of the needs & desires of our client base. We are responsible for being forward thinking and finding creative ways to engage our target audiences with our brand to set our sales team up for success. While we work as a team, contributing ideas and helping further each members’ goals, each of us is expected to take ownership of our projects and see them through to completion.

