

RISE, LLC

Job Title: Brand Marketing Specialist

Date: 2014

Company: RISE, LLC

Location: Buffalo, NY

Industries: Professional Development

Job Type: Full Time

Reports To: Chief Marketing Officer

Dept: Marketing

Job Definition and General Description:

The Brand Marketing Specialist is responsible for developing and executing marketing promotions for RISE, LLC. He or she will analyze market data and enhance the professional development brand. Ideal candidates are deadline driven with a background as a marketing professional and will work directly under the CMO.

Reporting Relationships:

Reporting directly to the Chief Marketing Officer, the Brand Marketing Specialist will work closely with the Advertising/ Product Manager and Social Media/ PR Specialist to execute marketing plans and information sharing to the general public. Upon expansion and based on necessity, the Brand Marketing Specialist may develop his or her own team who will report directly to the Brand Marketing Specialist.

Duties and Responsibilities:

The Brand Marketing Specialist is responsible for market research, marketing data analysis, and brand enhancement. He or she will create, implement, and lead marketing campaigns for RISE, LLC to increase awareness of our services and to maintain a positive reputation in the public eye. Striving for brand consistency, the Brand Marketing Specialist will drive the growth of our target customers and the enhancement of brand management plans. Key duties and responsibilities include:

- Developing and executing brand management plans (25%)
- Promoting uniformity and consistency of the RISE, LLC brand (10%)
- Leading promotion initiatives to establish and maintain the presence of RISE, LCC services in the market (25%)

- Researching and evaluating the effectiveness of marketing plans and initiatives with quantifiable results while determining service weakness and strengths (20%)
- Using marketing data and analytics to drive new insights and to discover engagement, satisfaction, and renewal rates (20%)

Position Requirements:

Ideal candidates must display the following skills/abilities:

- Proficiency in computer skills including Microsoft Office programs
- High level of knowledge on marketing strategies and techniques
- Ability to work within a team as well as individually
- Excellent verbal and written communication skills, ability to convey important messages
- Ability to adhere to strict deadlines
- Data analysis skills
- Self-motivated and creative work ethic
- Oral presentation skills

Education and Experience:

- Bachelor's degree in Marketing, Communications, Business, or a related field
- OR
- 3 years related marketing experience

Additional Information:

- The Brand Marketing Specialist will complete a 40 hour work week
- Beginning salary is \$40,000 given through bi-weekly paychecks with a 5% increase each year

Application Process

If you are qualified and interested in this position, please send a cover letter, resume, and marketing portfolio (if applicable) to RISEjcs@gmail.com.