

BRAND MANAGER

un/common, is a creatively-driven, full service ad agency based in Sacramento, CA. Our services include: Strategic Planning, Branding, Creative, Media Planning & Buying, Social Media and Digital ideas that use any combination of the above to connect with consumers and create results for our clients. Our clients include: California State Fair, Hinode Rice, the Sacramento Kings, Golden 1 Center and the State of California, among others.

We work hard. We don't hire assholes. And we drink beer together every Thursday at 4pm. If you are a hard-working person with a passion for advertising and talent much bigger than your ego, send us an email.

Professional Personality Description

An un/common Brand Manager is a leader, a team-builder and a motivator. They can articulate a client's business to the rest of the agency and motivate action that grows client business. Their thinking is "big picture," yet they can spot and clear bottlenecks at a tactical level. This individual has earned respect from the entire agency and has shown an ability to lead and serve as a role model to account coordinators, thereby nurturing future Brand Managers.

Job Description

The Brand Manager is responsible for day-to-day management of production, social media, public relations, Project organization and other tasks as assigned by their supervisor. The Brand Manager works closely with the Brand Director to interface with the various departments of the agency to move executable components of the core strategy and communications campaigns through the agency. This includes meeting with the creative team concerning creative issues and input, the media team concerning media strategy, the social media team concerning daily community management and longer-term online projects and promotions, and the production manager concerning creative scheduling and timing.

Duties

- Maintains information regarding all client projects in an organized and accessible manner.
- Quickly and accurately relays client change orders to all appropriate agency personnel.
- Coordinates client meetings and schedules.
- Regularly checks for and responds promptly to all client communications.
- Tracks progress of clients' projects through production staff, media and community managers.
- Effectively presents, sells and defends all agency work/proposals to clients when needed.
- Manages client communications, ensuring team is responsive to client requests and inquiries.
- Actively networks within relevant industry and regional areas, cultivating potential new business.
- Develops and oversees client budgets and monthly client billings.
- Provides final approval of all work before sending to client

Experience

- 2+ years in Brand Management or advertising agency experience.
- BA/BS Marketing or Communications degree, or equivalent work experience.
- Experience with complex accounts, requiring understanding of integrated marketing including digital, direct and data based marketing.

Please email resume and salary requirements to Andrea Pappas at andrea@uncommon.us