



BrightThinker
EDUCATING MODERN LEARNERS

Brand Manager – Schools Public & Private

8/7/23

Job Title: Brand Manager – Schools Public & Private
Wage/Hour Status: Full Time Exempt - \$70K - \$90K/Year + Commission
Reports to: EVP of Operations
Dept: Sales

Position Summary

Bright Thinker is seeking a talented and experienced Brand Manager to lead the development and execution of our School brand strategies. As the Brand Manager, you will be responsible for monitoring market trends, researching consumer behavior, and devising innovative growth strategies that will elevate our brand in the education industry. If you have a proven track record in brand management, a passion for marketing, and a creative yet data-driven mindset, we invite you to apply and be part of our mission to revolutionize education with innovative solutions.

Qualifications

Education/Certification: Bachelor's Degree or Equivalent Experience

Required Knowledge, Skills, and Abilities (KSAs):

- **Proven Experience:** Demonstrate a successful track record as a Brand Manager or Associate Brand Manager, with experience in developing and executing effective brand and marketing strategies.
 - **Strategic Vision:** Show the ability to develop well-defined brand and marketing strategies and effectively communicate recommendations to executives and cross-functional teams.
 - **Target Audience:** Possess experience in identifying target audiences and creating impactful campaigns that resonate with diverse customer segments.
 - **Marketing Knowledge:** Display a comprehensive understanding of the full marketing mix, encompassing digital marketing, traditional advertising, and brand development.
 - **Analytical and Creative:** Combine strong analytical skills with a creative mindset, using data-driven insights to inform and optimize marketing decisions.
 - **Data-Driven Thinking:** Exhibit a data-driven approach and a natural affinity for numbers, utilizing key metrics to evaluate marketing performance and make informed decisions.
 - **Communication Skills:** Excel in communication, both written and verbal, to effectively collaborate with internal teams and external partners.
 - **Trend Awareness:** Stay up-to-date with the latest trends and marketing best practices to ensure our brand remains competitive and relevant.
 - **Education:** Hold a degree in marketing or a related field, demonstrating a solid foundation in marketing principles.
 - **Sales Territory:** In an effort to remain engaged with the market, the Brand Manager will retain and maintain a significant sales territory.
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Responsibilities and Duties

- **Market Analysis:** Monitor market trends, consumer markets, and competitors' activities to identify opportunities and threats in the education sector.
- **Marketing Activities:** Participate in the planning and implementation of new and ongoing marketing and advertising campaigns to promote our brand effectively.
- **Product Distribution:** Monitor product distribution channels and analyze consumer reactions to optimize our offerings and enhance customer satisfaction.
- **Growth Strategies:** Devise innovative growth strategies that align with our brand's vision and mission, driving brand awareness and market penetration.
- **Brand Alignment:** Lead efforts to align the company around the brand's direction, choices, and tactics, ensuring consistency and a cohesive brand identity.
- **Sales and Support:** Work with the appropriate teams to ensure a cohesive message is being delivered to prospects and customers alike, end users are serviced with excellence and the product being communicated adequately through sales displays and presentations.

Benefits & Compensation

- **Pay Range:** The salary for this role will be determined based on experience and relevant skill sets, in accordance with our Compensation Philosophy and compliance with applicable state and local laws.
- **Benefits:** Bright Thinker offers a comprehensive benefits package, including medical, dental, vision, and basic life insurance coverage for eligible employees and their families. Employees can also participate in our 401k plan with an employer match. We offer a competitive paid time off package and a range of additional perks and benefits.

Equipment Used

All equipment required to perform job duties and tasks previously described.

Physical / Environmental Factors

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Bright Thinker considers applicants for all positions without regards to race, color, national origin, age, religion, sex, marital status, veteran or military status, disability, or any other legally protected status. Being authorized to work in the U.S. is a precondition of employment. Bright Thinker is an Equal Opportunity Employer.

Employee Signature

Date
