

Brand Marketing

Role Definition

Define brand strategy and oversee programs to define your company and product in the market and increase brand awareness.

RevelOne Insight

Must deeply understand consumer needs and the marketplace. Depending on company product, org, and stage, role definition may have a varying mix of

creative skills, research capabilities, marketing strategy, and process/standards/execution. Collaborates closely with creative and individual marketing channel leaders to ensure brand consistency.

Section 1. Role Archetypes

The Traditionalist

- Consummate brand builder with deep experiences across traditional media. Thinks like a GM with balance of left & right brain.
- Creative storyteller with strategic chops, a passion for connecting with consumers and developing actionable user insights.
- Can partner with and influence cross-functional counterparts, but less likely to be digitally savvy. Could come from agency or training grounds like P&G or Coca-Cola.

The Next Gen

- Newer generation of brand marketer, likely to have built startup brands and leveraged digital and non-traditional channels.
- Can generate buzz in creative ways, like content or guerilla marketing. Knows social, influencers, community, and content marketing.
- Can work on quant side in brand measurement as well as modern testing and attribution methodologies in partnership with acquisition and analytic teams.

Agency Trained

- Grew up in the agency world and has helped multiple brands build their positioning and creative.
- Crossed over into “client side” and has successfully adapted to that environment.
- Experience across many verticals enables them to bring a broad perspective and communicate well.

Section 2. Role Leveling

Common Titles

Brand & Creative, Brand Marketing, Brand Strategy, Brand Management, and Brand & Communications.

Role Leveling Chart

VP

- Develops brand in alignment with broader business strategy, manages up to CEO/Board and inputs on strategy.
- Drives process, governance, and communication to roll out and maintain brand standards across a larger organization and many channels.
- Can build and manage an internal team and multiple agencies.
- Has run brand at multiple companies, so has expertise & insights from multiple markets and environments.

Director/Head Of

- Player-coach, hands-on marketer with experience across a number of core marketing functions. Balances a “bias toward action” with strategic thought leadership.
- Likely someone stepping up to lead implementation of a vision, execute creative, and help measure impact.
- Capable of managing medium size team of creative individuals (4+).

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

Role Priorities Chart

Drive direct brand marketing goals (awareness) and support overall marketing goals (customer acquisition, revenue, market share).

Define overall brand strategy (vision, customer segmentation, and positioning).

Drive strategy and execution of re-branding or new brand launch initiatives.

Establish the look, feel, and voice of the brand.

Lead the strategic oversight of brand initiatives, campaigns, and customer research.

Serve as the brand guardian and steward of brand standards internally and across channels and platforms, develop processes to communicate and maintain brand standards.

Manage agencies and paid marketing efforts, including traditional and digital media channels. (channel ownership vs collaboration varies by org).

Manage/support corporate communications and PR (may be separate).

Recruit and nurture internal brand and creative teams.

Additional considerations for discussion

- Company stage (e.g., brand media spend vs. pure acquisition / growth)
- New or existing product category
- New or established brand
- Vertical and company experience
- High or low consideration product
- Current Org (creative, social, etc.)

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

Skill Portfolio Chart

Brand Development & Creative

Brand positioning and storytelling
 Creative strategy
 Production and internal brand standards
 Customer Insights / segmentation

Research

Quantitative and qualitative research
 Industry / Brand benchmarks (awareness, Nielsen, NPS)
 Persona development
 Digital analytics and attribution

Channels

(may partner for social, digital, content)

Offline: TV, radio, OOH, events, media buying
 Digital, social, influencer, community, experiential
 Integrated marketing
 Content Marketing
 Agency Management

Key Metrics

- Brand awareness, recall, favorability, lift, purchase intent
- Social – views, followers, shares
- Market share, revenue
- NPS