

ISENBERG PROJECTS

Brand Manager

About Isenberg Projects

Isenberg Projects is a creative consulting agency based in Boston that specializes in placemaking and community engagement. We believe that the best communities are hyper collaborative and inclusive, and that magic happens when community members are an integral part of the changes happening around them.

Through our relationships with cities, districts, developers, artists, small businesses, musicians and nonprofits and cultural institutions, we are committed to amplifying voices and varying perspectives to foster shared value and active places.

We recognize the value of diversity in our projects, community and our workforce and are committed to equal opportunity. We are making a commitment to shifting our current racial demographic to emphasize and prioritize hiring BIPOC candidates for all available positions. This will be practiced until the team is at least 30% BIPOC, and will continue indefinitely thereafter.

Studies have shown that women and people of color may be less likely to apply for jobs unless they meet every one of the qualifications listed. We are most interested in finding the best candidate for the job. We would encourage you to apply for a job at Isenberg Projects even if you don't meet every one of our qualifications listed.

About the Position:

The Brand Manager at Isenberg Projects is a visionary leader, that manages the marketing and design dept with a keen eye for market trends and a passion for brand excellence. You are driven to not only stay ahead of industry innovations but to set new standards. Your exceptional strategic prowess, creative flair, and ability to inspire others make you indispensable. In this role, you'll develop and execute comprehensive brand strategies, lead cross-functional teams, and drive brand growth through innovative marketing initiatives.

Reports to: Founder, Creative Director, and Director of Operations

Key Responsibilities:

Management

- Lead the marketing and design team of 2 to support internal marketing initiatives and external for client needs
- Conduct dept meetings, and manage workflow of dept, contracts, and sales projections for this 3 person team (including you!)

Brand Strategy Development:

- Develop and implement strategic brand plans aligned with company objectives.
- Define and maintain brand identity, ensuring consistency across all touchpoints.
- Conduct market research to identify trends, competitors, and opportunities.

Cross-Functional Leadership:

- Collaborate with internal teams to integrate brand strategies across all initiatives.
- Lead and mentor team members, fostering a culture of creativity and excellence.

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Marketing Campaigns and Initiatives:

- Plan and execute marketing campaigns to enhance brand visibility and engagement.
- Develop compelling brand messaging and communication strategies across various channels.

Performance Monitoring and Optimization:

- Monitor brand performance metrics and KPIs to assess effectiveness of strategies.
- Make data-driven decisions to optimize brand performance and ROI.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or related field.
- Management experience preferred
- 3-5 years of experience in brand management or marketing, preferably in a dynamic environment.
- Strong strategic thinking and analytical skills.
- Excellent communication, leadership, and interpersonal abilities.
- Proficiency in market research and data analysis tools.
- Creative thinker with a passion for innovation and staying abreast of industry trends.

About You:

- Driven to set new standards of excellence in brand management.
- Strategic thinker with a creative flair.
- Effective communicator and collaborator.
- Passionate about fostering inclusive and vibrant communities.
- Thrives in a fast-paced, dynamic environment.
- Ability to inspire and mentor team members.
- Solutions-oriented mindset with a love for challenges.

Benefits:

Competitive salary commensurate with experience, base salary \$85,000.00 with employer covering 80% of health insurance and dental, disability and life insurance in addition to a comprehensive retirement and 401k matching program.

- Competitive salary commensurate with experience.
- Comprehensive benefits package including health, dental, and retirement plans.
- Opportunities for professional development and growth.

Application Process:

To ensure fairness, we do not offer informational interviews. Only selected candidates will be contacted for interviews due to the high volume of applications received.