

Brand Manager

Job Title	Brand Manager
Job Level	Team Member
Reports To	Head of Digital
Location	Isle of Man
Salary	DOE

Elite Group is the UK's leading unified communications provider. We set our ambitions high, and so should you. We know that the only way we can achieve our goals is if we have an active, engaged workforce. That's why make sure we treat our staff right. When you join Elite Group, we will make sure you're properly supported, given the necessary training and mentoring and work in an environment in which hard work never goes unrewarded.

The Role:

As a Brand Manager, your main duties are to:

- Act as our brand champion, ensuring group companies and external clients where applicable are adhering to brand guidelines
- Managing all creative assets for all brands ensuring all creative is in line with brand guidelines.
- Managing content delivery across multiple accounts and platforms.
- Organise and lead brand related events
- Collate product information to ensure products are launched efficiently
- Liaising with various departments across group to embed key messages
- Planning and developing of marketing plans with Head of Digital, execute plans to achieve agreed business results
- Develop creative briefs for advertising campaigns
- Pro-actively manage the day to day delivery process across group with internal and external stakeholders
- Project management of both digital and traditional marketing related (internally and externally)
- An excellent understanding of digital, social media and traditional marketing in relation to brand management.

Activities:

- A passion for branding and a proven track record of successful strategic brand and project management

- Experience of traditional marketing (PR, events and print advertisement)
- Experience of digital marketing, social media and web design best practice
- Determined person who is willing to take initiative with projects and able to be flexible to ensure the job is done well
- The ability to work effectively within an integrated team and across functions
- Attention to detail and the ability to work accurately and diligently
- Creativity - to think differently and challenge the status quo
- Possess an in depth understanding of the markets and competitors and adapt our offer to reflect the evolving customer needs
- Excellent written, design and presentation skills, both verbal and written (Ideally a working knowledge of InDesign, Photoshop and PowerPoint)
- An analytical approach to data (Google Analytics and Excel)

What we're looking for:

We are currently recruiting for a driven Brand Marketing professional to join our highly successful marketing team. With an exciting phase in the groups history fast approaching, the ideal candidate will be a creative commercial innovator who will play an important role in brand development and management.

Essential:

- Degree level or marketing related qualification and relevant business experience
- Knowledge and passion for marketing campaigns (preferably in the tech industry)
- Ability to project manage campaigns under tight timescales
- Creative ability to devise and deliver compelling campaigns
- An excellent understanding of traditional digital and social media
- Excellent writing, editing and proofreading skills

Desirable:

- Minimum 2 years' experience in a similar role
- Previous project management experience
- Knowledge of tech industry

What you'll gain:

- End to end understanding of the customer journey at Elite Group
- The chance to take ownership of tasks and work autonomously
- The chance to grow your Brand Management skills and work collaboratively with a full digital marketing team
- The chance to be decisive and own tasks end to end
- Working within a fun and vibrant office where new ideas are embraced

Our Values:

Think Customer

Demonstrate the drive and ambition to exceed customer expectations continuously

Provide the best customer service and gain feedback on customer experiences

Think Improvement

Challenge business norms and continuously look to improve our processes and procedures with customer experience in mind

Actively contribute to the development of processes and procedures by supporting and adapting to change and voicing innovative ideas

Think Ahead

Demonstrate a prepared and organised approach to a wide range of tasks, meeting deadlines and working unsupervised

Priorities customers' needs paying particular attention to the wider impact of actions on both the customer and other areas of the business

Think Communication

Ability to effectively distribute complex technical information to customers or relevant departments in a simple and accurate manner

Demonstrating face to face communication skills and the confidence to challenge where appropriate

Think Teamwork

Ensuring quality and unique customer experience and journey by working as one team with Elite's goals in mind

Support colleagues by sharing best practice and knowledge to ensure team over individual success

Our pledge:

Here at Elite, we always welcome individuality.

We guarantee that your differences will be valued and encouraged, because after all, that's what makes us a better Elite.

From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures Diversity and Inclusion are more than just words, they are our guiding principles.