



SENIOR BRAND PLANNER JOB DESCRIPTION

A Senior Brand Planner at Red House is an expert on people and brands. This role requires an individual who has a deep understanding of audience behavior and research methods. Someone who is endlessly curious about why people behave in certain ways and how brands exist in that context. Brand Planners at Red House work across multiple clients to develop brand positioning strategies, audience communications strategies and advertising strategies. Ideal candidates will have 5-8 years of experience in Brand Planning or Strategy and have excellent written and verbal communications skills. If you match the description above and the requirements below, email your resume and cover letter to mblint@redhousecom.com. Here's more about the Senior Brand Planner position at Red House:

Primary Responsibilities: Brand Planning and Strategy

- Personally research and develop comprehensive brand positioning strategies for Red House clients
- Works with clients to uncover business needs and objectives, craft appropriate strategies, and identifies/implements strategies to help achieve client goals
- Understand and interpret business and marketing data to support recommendations
- Interact with Media, Creative, Strategy and Account personnel to provide holistic thinking around client and brand communication plans
- Develop brand, communication and marketing plans
- Possess expert understanding of the business and market dynamics of assigned clients
- Work closely with account executives to develop strategy documents (i.e. Brand Audit/Positioning Documents, Creative Brief, Research Summary, etc.)
- Write and develop new business proposals as directed by Managing Director
- Secondary Responsibilities: Research and Research Vendor Management
- Foster good working relationships with third-party researchers
- Advise client on research techniques and results
- Help facilitate qualitative and quantitative research
- Assist in making presentations to client

Skills Required:

Demonstrated complete understanding of:

- Long-form strategic writing
- Branding principles and strategic positioning
- Media consumption habits and behaviors
- Consumer psychology
- Brand affinity and customer relationship strategies
- New business generation and proposal writing



- Research techniques and analytics reporting
- Verbal and written presentation skills

Demonstrated ability to:

- Communicate thorough knowledge of assigned brands
- Provide effective, coherent and proven communication strategies
- Effectively work with clients, account executives, strategists media and creative personnel
- Meet deadlines and work error-free
- Effectively handle multiple assignments at one time
- Manage challenging situations both internally and with the client

On any given day you might:

- Assemble primary and secondary research into a formal presentation
- Develop multiple brand positioning strategies for a new brand launch
- Develop advertising and sales strategies for an existing brand
- Develop communication strategies for existing brands
- Make adjustments on the fly to satisfy project requirements
- Write a creative brief
- Write a new business proposal
- Write a comprehensive integrated marketing plan in collaboration with others
- Partner with other disciplines when possible to create the best possible work
- Attend a client meeting and make a presentation

The ideal person:

- Has proven skills in the areas of brand positioning and planning
- Is an excellent written and verbal communicator
- Has experience writing long-form marketing plans and new business proposals
- Has effectively launched new brands and worked to drive results for existing brands
- Is a fresh thinker who embraces challenges and new methods of thinking
- Can inspire and lead a team through multiple on-going projects and timelines
- Is self-motivated with a positive attitude and strong communications skills
- Does not shrink under pressure or deadlines
- Is looking for a place to work that is busy, fast-paced, and high energy