



Brand Manager

Job Scope

The role of the Brand Manager is to maintain and promote the brand image of FSG. This involves collaborating with various departments, such as marketing, communications, HR, and sales, to provide guidance on the use and delivery of the FSG brand. The FSG Brand Manager is responsible for creating and managing campaigns, organizing promotional events, and ensuring brand consistency across all marketing initiatives. They also design logos and other materials while ensuring all content, including blog posts and social media posts, aligns with the FSG brand. The main objective of this role is to consolidate the FSG brand under a single directive and, through consistency and quality, establish FSG's position in both the internal and external marketplace.

Responsibilities

- Develop, refine, and implement a comprehensive brand strategy for FSG, aligning with the company's goals and values.
Collaborate with cross-functional teams to ensure consistent brand messaging across all touchpoints.
Continuously enhance and update the brand standards guide for FSG, providing precise and detailed guidelines for brand implementation.
Communicate changes to relevant stakeholders and ensure widespread understanding and adherence.
Manage the ongoing development and maintenance of company logos and designs, ensuring they evolve in sync with the brand strategy.
Collaborate with design teams to create compelling visual elements that resonate with the target audience.
Ensure all published content adheres to the brand guidelines, maintaining consistent messaging, tone, and visual elements.
Conduct regular content audits to identify and address any deviations from established brand standards.
Support the effective utilization of the FSG brand in diverse mediums, including signage, vehicles, sales materials, and other marketing collateral.
Collaborate with relevant teams to ensure brand integration in physical and digital environments.
Make informed decisions about the cost of branding initiatives, balancing effectiveness with budget considerations.
Explore cost-efficient branding solutions without compromising quality.
Stay current on industry trends related to the branding of B2B companies.
Integrate emerging trends into the brand strategy, ensuring FSG remains at the forefront of innovative branding practices.
Oversee the management of FSG's social media accounts, ensuring brand consistency and engagement with the target audience.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Implement social media strategies that align with broader brand objectives.

Regularly meet with internal and external stakeholders to gather insights, share updates, and align brand strategies with business objectives.

Foster strong relationships to enhance the brand's reputation and visibility.

Provide leadership and guidance to the communications staff, ensuring alignment with brand objectives.

Foster a collaborative and creative work environment, promoting professional growth and development.

Develop and track key performance indicators (KPIs) to measure the success and impact of brand initiatives.

Analyze data to make informed decisions and adjustments to the brand strategy.

Develop and implement crisis communication plans to protect and uphold the FSG brand during challenging situations.

Collaborate with relevant teams to address and manage brand-related issues effectively.

Requirements

- 5+ years prior experience working in a branding or marketing
 - Creative thinking.
 - Excellent written and verbal communication skills.
 - Analytical thinking.
 - Strong leadership and project management.
 - Strong communication skills when it comes to supporting stakeholders.
 - Great at multi-tasking and delegating.
 - Strong collaboration and team-building skills.