



BARTLETT BRANDS

POSITION: BRAND STRATEGIST & ACCOUNT MANAGER

Bartlett Brands is looking for a Full Time Brand Strategist & Account Manager to join their San Francisco-based branding team.

THIS IS YOU IF:

- You love blending the art of strategic thinking, creative problem solving and client services
- You understand the nuances of working with businesses at various stages of growth and what it takes to bring brands and products to life in a range of budgets and organization styles
- You are outgoing, passionate and enjoy creative collaboration with a bunch of women
- You are interested in the categories we specialize in (wellness, beauty, femcare, food and beverage)
- You share our values (sustainability, giving back to the community, empowering women, progressing past dated social norms)
- You are self-motivated, self-directing and ambitious

RESPONSIBILITIES:

- Engaging with clients on a strategic level and building strong relationships that foster trust and understanding throughout the entire branding process
- Designing and facilitating Workshops and Brand Audits
- Developing and articulating Brand Strategies, Brand Fundamentals and Communication Frameworks
- Building and delivering client presentations
- Research: deep-diving on data, developing testing approaches, conducting online surveys, articulating insights
- Working closely with Creative Director, Art Director and Designers to see the brand come to life across all touchpoints including packaging, web, print and retail
- Managing client communication through all phases of Strategic Development and Creative Execution
- Conducting client meetings to establish project plans that include scope, timing, critical milestones, budget and assignment of team member responsibilities
- Setting up new projects and managing ongoing project changes in our internal Project Management platforms
- Ensuring on-time and on-budget delivery in line with Service Agreements

- Assisting with Business Development: strategic project planning, proposal development, early vetting of prospective clients
- Contributing to thought leadership for external agency marketing efforts and profile-building initiatives that further our reputation as a progressive, female-led branding agency
- Multi-tasking and navigating a fast-paced environment

SKILLS:

- 4+ years of experience at a branding, advertising or design agency
- 4+ years of experience in a brand strategy role
- Experience in designing or assisting in brand workshops and audits
- Experience in articulating brand strategy and fundamentals
- Experience in Account Management
- Excellent client-facing presentation skills
- Experience in CPG and strong understanding of a CPG project workflow
- Experience in beauty, skincare, wellness, femcare, food, beverage is a plus
- Bachelor's degree in Marketing, Advertising, English, Communications or Branding preferred
- Strong time management skills
- Professional, optimistic, energetic and outgoing demeanor
- Strong attention to copywriting and presentation details, impeccable grammar, punctuation, spelling and structure
- Passion for pushing the boundaries and taking risks to build brands that stand out, stand the test of time and stand for something meaningful

BENEFITS:

- Competitive Salary
- Health Insurance & HSA
- 401k with matching
- 3 weeks paid vacation and US holidays
- Office with lots of artisan snacks and caffeinated drinks
- Innovative projects and amazing clients
- Badass team of women who treat each other like family

APPLICATION PROCESS:

Please provide:

- LinkedIn Profile
- Portfolio / Work Samples

- Résumé
- 3 References (Name, email, phone, where you worked together, working relationship)
- Open Response: Why are you one of us?
See our [video](#) for a better idea of who and how we are.

Send to hello@bartlettbrands.com

ABOUT BARTLETT BRANDS

Bartlett Brands is an award-winning boutique branding agency. From cosmetics to consumables, we bring the all-girl power to creating brands that challenge the status and cut through the quo.

Our snappy strategies, stylish stories and standout designs attract the attention of even the world's most distracted humans, engaging and entertaining them for the long haul. We never met a branding boundary we couldn't break. Or a lipstick shade we couldn't pull off.