



WANTED:

An Experienced Brand Strategist Who Can Drive Client Projects Forward!

Are you an experienced Account Executive who understands and can drive brand strategy? Do you spend your nights tossing and turning, thinking about brand architecture and brainstorming messaging directions for clients? Do you take a “listen-first” approach with clients, striving to learn their business before you take your seat at the table? If so, CompleteSpectrum would like to hear from you!

This role reports directly to our CEO. Ideally, you would be located in the Tampa metro area, but we are opening up the search nationwide and will select the candidate that is the best fit regardless of location.

YOUR MISSION

The Director of Client Branding is responsible for taking inputs from the client, market and executive team and translating that into meaningful outputs that drive brand development. Name ideation, messaging framework development, and drafting of briefs for creative execution are table stakes for this role. This role will help clients articulate their needs and provide them professional guidance through the brand development process, forming the glue between the client team and our team.

You will serve as the primary day-to-day contact for assigned clients and is responsible for project delivery & client satisfaction on those accounts. You are expected to consistently provide excellent customer service, strategic recommendations and operational direction to accounts, as well as represent client needs and project goals within our organization to ensure quality and impact. In addition, you will leverage growing relationships with clients to encourage new and repeat business.

WHAT YOU'LL DO AS THE *DIRECTOR OF CLIENT BRANDING* AT COMPLETESPECTRUM

- Run discovery to gather insights and viewpoints from client stakeholders
- Assess competitive landscape and clearly define, identify and understand target audiences for the brand and messaging
- Drive market research as needed to clarify ideal positioning in market
- Define potential brand architectures for client ecosystems, presenting possible solutions to clients and guiding them through the selection process
- Based on client inputs and research, create messaging frameworks that communicate to target audiences the identity of the brand and that form the foundation of future messaging
- Partner with creative resources to develop visual components of the brand, providing feedback and bridging the gap between client contacts and our internal team
- Work with clients to develop effective brand launch plans and touchpoint maps, and align resources to execute as needed
- Manage your assigned projects and maintain project data in our project management system
- Actively participate in team meetings and contribute to our culture of creativity
- Keep up-to-date on brand strategies, market research methodology, and industry trends
- Provide assistance to your colleagues and perform other duties as required

WHAT YOU'LL NEED TO GET AN INTERVIEW

- 10+ years of marketing experience, preferably in a large (>\$50MM annual revenue) client services capacity
- Bachelor's Degree in Business, Marketing or a related field, MBA preferred
- Advertising or marketing agency experience is strongly preferred

- Attention to detail with emphasis on accuracy and quality, and a critical eye for design aesthetics.
- A strong work-standard and an ability to innovate and think critically.
- Exceptional organizational abilities & proven ability to multi-task
- Excellent communication, customer service and collaboration skills
- A strong passion for B2B branding and marketing

If this sounds like you, we'd love to hear from you today!

ABOUT COMPLETESPECTRUM

CompleteSpectrum develops brands, from creations to evolutions to revolutions. For the last 14 years, we have partnered with financial sponsors and management teams to create brands that are aligned with the investment direction of the business, identifying the target audiences and building messaging that effectively communicates that direction to those audiences.

The businesses we partner with are always growing, whether through new product introduction, geographic expansion, or purchasing other businesses. Brand strategy is the heart of what we do, so we want candidates that can successfully represent the CompleteSpectrum brand, execute strategy in behalf of our clients and their needs, ensure superior service and engage in a manner that ensures a trusting and lasting relationship.