

# Brand and Marketing Strategist

**Location:** Denver CO - Downtown

The Brand and Marketing Strategist must be a strategic thinker with a knack for uncovering consumer insights that inform strategy development. The ideal candidate should be open-minded and passionate about creating holistic brand experience across multiple marketing channels. Ultimately, the outstanding Brand and Marketing Strategist should have strong research skills, an analytical mindset, and passion to create a plan to influence target audience's opinions and buying decisions. The ability to organize, prioritize, and meet deadlines is essential as is the ability to communicate with clients and internal teams, in a clear and professional manner.

## Essential Duties and Responsibilities

- Develop, conduct, and interpret research – and distill the most important/relevant information for intelligent strategic development
- Develop focus group agenda and questions and facilitate sessions
- Develop brand architecture and guidelines
- Create competitive reviews and situational analyses
- Plan and adjust marketing campaigns based on real-world performance
- Assist in creation of proposals and response to RFPs for branding and marketing services
- Assist in creation of performance reports for internal and client consumption

## Qualifications:

- Bachelor's degree or equivalent work experience required
- Three to 5 year's experience in Brand and Marketing Strategy
- Self-starter and highly motivated even under limited supervision
- Proactive and highly organized, with strong time management and planning skills.
- Solid knowledge of third-party research platforms
- A passion for emerging discoveries and approaches and good knowledge of effective brand strategies and techniques
- Able to meet tight deadlines and remain calm under pressure
- Good at absorbing large amounts of information, with a general hunger for learning
- Briefing and collaborating with creative teams
- Credible, confident, and articulate, with good communication and presentation skills
- Innovative and creative, with a concise, precise, and effective approach to problem solving
- Able to lead and guide peers to maximum performance and attainment of KPIs
- Deep knowledge of Google Search Console, Google and Facebook Ads, and other ad platforms

**Submit resume and cover-letter to**  
Real FiG Advertising and  
Marketing at:  
[https://www.figadvertising.com/  
about/careers](https://www.figadvertising.com/about/careers)

## Compensation:

- Compensation \$66,000 to \$78,000 based on experience

## Company Overview

Real FiG Advertising and Marketing is an established, award-winning, full-service marketing agency, specializing in generating inbound leads for our clients using digital and traditional marketing avenues. We think that every business communications piece should look its best, but looks mean nothing without strategy and ROI. Helping clients better connect with their customers is what we do.