

# Brand Strategist

**Location:** Denver CO - Downtown

The Brand Strategist is responsible for crafting compelling brand foundations for a variety of existing and future clients. The Brand Strategist's responsibilities include conducting extensive research, analyzing findings, making recommendations, assisting with client presentations, and briefing creatives. Must be 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 experiences. Ultimately, the outstanding Brand 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, in a 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.
- Assist in creation of proposals and response to RFPs for branding services

## Qualifications:

- Bachelor's degree or equivalent work experience required.
- Three to 5 year's experience as a brand strategist.
- 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.

### Send Resume and cover-letter to:

Real FiG Advertising + Marketing  
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## Compensation:

- Compensation \$66,000 to \$85,000 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.