

Company Name

Street Address

Your City, ST ZIP

YOUR LOGO

- 1) Right click here
- 2) Select "Change Picture"
- 3) Navigate to your logo
- 4) Insert

YOUR PLACE IN THE COMPANY: **Branding Manager**

YOUR LEADER: VP-Marketing and Sales

WHO YOU LEAD, TEACH AND SUPPORT: Website Technician, Advertising Technician

HOW YOU HELP THE COMPANY SUCCEED: Develop a recognizable, consistent, and meaningful package of graphic and written assets which accurately represent the vision and mission of the company.

MAIN RESULTS EXPECTED FROM YOU:

- Create the branding package.
- Assure that the brand accurately reflects the culture of the company.
- Make certain that the company adheres to the elements of the brand in every activity it conducts.

MAIN WORK YOU DO:

- Assist in developing the position statement for the company.
- Assist in creating the Unique Value Proposition for the company.
- Assist in creating the logo for the company.
- Conduct psychographic research to identify market segment preferences with regard to color, shape, tone, verbiage.
- Make certain that the elements of the brand permeate every activity of the company.
- Assure that the brand is consistently represented in client-facing interactions.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.