

Job Title: Brand Development Manager

Location: Toronto With Hybrid Remote Options

Company Overview:

We are a herbal tincture manufacturing company focused on expanding the reach and impact of our top-selling products. Our mission is to deliver exceptional value to our customers through innovative herbal product solutions. We are seeking a talented Brand Development Manager to join our team and lead the charge in building and enhancing a new brand presence for top selling products.

Job Summary:

The Brand Development Manager will be responsible for developing and executing a comprehensive brand strategy centered around our flagship products. This role involves creating and managing all brand assets, overseeing marketing initiatives, and coordinating with cross-functional teams and freelancers to ensure consistent and effective brand messaging across all platforms. The ideal candidate is a strategic thinker with a creative flair and strong project management skills.

You'll basically be building an entire brand and business division similar to: antispikes.com (that's not us, that's just an example!)

The key responsibilities below are an attempt at describing a candidate with an entrepreneurial approach - basically you will own and be responsible for all aspects of this brand and business division.

You are the type of person who identifies the right problems to solve, and then solves them. You have a highly diverse skill set and an advanced understanding of marketing strategies. You've either run your own business, or have the skills to do so. This might be a good position for someone who thinks "if only I had a good product to sell, I'd be hugely successful." We have the market-validated products and the resources to support their launch. What we lack is the ability to clone ourselves and input the time to execute on it, so we need your help in executing this vision!

Key Responsibilities:

1. Brand Strategy and Development:

- Develop and implement a comprehensive brand strategy aligned with company goals.
- Create and maintain branding guidelines to ensure consistency across all platforms and materials.
- Conduct market research to understand customer needs, market trends, and competitive positioning.

2. Asset Creation and Management:

- Oversee the design and production of all brand assets, including logos, packaging, images, and videos.
- Manage the development of testimonials and case studies to showcase product success.
- Ensure all visual and written content aligns with brand messaging and guidelines.

3. Product and Packaging:

- Collaborate with product development teams to align product features with brand messaging.
- Lead packaging design efforts to enhance product appeal and comply with regulatory standards.
- Coordinate with suppliers and manufacturers to oversee packaging production and quality control.

4. Freelancer and Vendor Management:

- Identify, hire, and manage freelancers and external agencies for specialized projects (e.g., designers, videographers, copywriters).
- Establish clear project briefs, timelines, and deliverables for all outsourced work.
- Maintain strong relationships with vendors to ensure timely and quality output.

5. Website and E-Commerce Management:

- Oversee the development and maintenance of the company website and e-commerce platform.
- Implement best practices for user experience (UX) and user interface (UI) design.
- Monitor website performance metrics and optimize for conversion rate (CRO).

6. Marketing and Advertising:

- Plan and execute multi-channel marketing campaigns to drive brand awareness and sales growth.
- Develop advertising strategies for digital platforms, including possibly PPC, display ads, and social media.

- Analyze campaign performance and adjust strategies based on data-driven insights.

7. Traffic Acquisition and SEO:

- Implement strategies for organic and paid traffic acquisition.
- Optimize website and content for search engines (SEO) to improve organic reach.
- Collaborate with content creators to produce SEO-friendly content.

8. Email Marketing and Automation:

- Develop and manage email marketing campaigns, including newsletters and promotional emails.
- Set up automated email sequences for customer onboarding, follow-up, and retention.
- Analyze email performance metrics and optimize for engagement and conversion.

9. Social Media Management:

- Create and execute a social media strategy to build community and engage with customers.
- Manage content calendars and publish regular updates across all social media channels.
- Monitor social media analytics to measure success and inform future strategies.

10. Customer Service and Fulfillment:

- Collaborate with customer service teams to ensure a high level of customer satisfaction.
- Oversee order fulfillment processes to ensure timely and accurate delivery.
- Implement feedback mechanisms to gather customer insights and improve service quality.

11. Regulatory Compliance:

- Ensure all marketing materials and product packaging comply with industry regulations and standards.
- Stay updated on regulatory changes that may affect marketing and product strategies.
- Coordinate with legal advisors to manage compliance issues.

12. Performance Monitoring and Reporting:

- Set key performance indicators (KPIs) for brand initiatives and track progress.
- Prepare regular reports on brand performance, marketing campaigns, and ROI.
- Present findings and recommendations to senior management.

13. Minimize the draw on our internal team's resources

- Manage budgets effectively to optimize spending on external resources, reducing strain on internal departments.
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Qualifications:

- Note: Experience as a successful business-owner or entrepreneur is sufficient, but if that's not you, then the below qualifications would be nice to have
 - Bachelor's degree in Marketing, Business, Communications, or a related field.
 - Minimum of 5 years of experience in brand management, marketing, or related roles.
 - Proven experience in building and scaling brands, preferably in the consumer goods industry.
 - Strong project management skills with the ability to manage multiple projects simultaneously.
 - Experience managing freelancers and external agencies.
 - Proficient in marketing tools and platforms (e.g., Google Analytics, SEO tools, email marketing software).
 - Knowledge of e-commerce platforms (e.g., Shopify, WooCommerce) and content management systems.
 - Understanding of regulatory requirements related to marketing and product compliance.
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Skills and Competencies:

- **Strategic Thinking:** Ability to develop long-term brand strategies that align with company objectives.
 - **Creative Mindset:** Innovative approach to branding and marketing challenges.
 - **Leadership:** Strong leadership skills to manage teams and influence stakeholders.
 - **Communication:** Excellent verbal and written communication skills.
 - **Analytical Skills:** Proficient in analyzing data to drive decision-making.
 - **Attention to Detail:** Meticulous in ensuring all brand assets meet quality and compliance standards.
 - **Adaptability:** Ability to thrive in a fast-paced, dynamic environment.
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What We Offer:

- Compensation will include a significant revenue share once the brand is launched
- You will have access to our tools, resources, and capabilities
- Autonomy to do as you feel best to achieve your goals
- Opportunity to make a significant impact on a leading product in the market
- Collaborative and supportive work environment
- Growth opportunities

How to Apply:

Interested candidates are invited to submit their resume in PDF format, and/or a cover letter detailing their relevant experience in PDF format. Please include "Brand Development Manager Application" in the subject line. Please email: bdm@perfectherbs.ca - Please note: Any communication outside of this specific funnel will not be considered.