



Senior Brand Manager

About Walker Brands

Walker Brands is a 30-year-old award-winning brand and marketing firm that helps Clients bring their brands to life across all touch points, including their physical and online environments. Our turf is the real estate development space helping client's shape the distinction of their communities. We do this through research, positioning, identity, storytelling and placemaking. And we launch, sustain, and help clients' sell-out their communities through strategic brand, marketing, and advertising programs. Asset classes include master planned communities, mixed use, multifamily and senior living – mainly in the southeast US – and we work for some of the best and brightest. We are a boutique-sized firm, by design. Our mighty team includes those that are multi-talented, entrepreneurial-minded, problem solvers that use creativity and smarts to drive results.

The Senior Brand Manager is a strategic brand enthusiast that serves as the lead on key Client accounts.

About the Senior Brand Manager

The Senior Brand Manager is responsible for managing overall brand programs for assigned Client accounts. This position within Walker Brands is a senior member of our firm, helping to maintain and grow key retainer accounts. Walker's overall goal is to continue to partner with serious developers as an integral portion of their marketing mix – acting as a compass, solving problems, and offering solutions that meet business goals. This is done by supporting through research, strategy, planning and execution of brand and marketing programs. The Senior Brand Manager will work with the Client leadership, their marketing team, builders, Realtors, residents, investors and other Client partners and marketing resources.

The Senior Brand Manager will effectively lead, manage, and collaborate with Walker's strategy, creative brand service and production teams to ensure the on-time and on-budget execution of programs in support of the strategic brand platform and Client objectives. This person must be an effective leader with proven ability in advising and inspiring teams, orchestrating execution, fiscal management, and measuring results.

The Senior Brand Manager must be knowledgeable in both the Client's business and the agency business and gaining new business from Clients. This position requires strong verbal and written communications skills, a capability for analytical thinking, creative contribution, and budget management skills. Dynamic presentation skills, personal organization and excellent interpersonal skills are must-haves.

This is an ideal role for someone who is seeking to make a real difference in both the agency and client's world – growing the agency and their own opportunities for career advancement.

Reports to the Vice President Brand Service.

Key Responsibilities:

Be Accountable to the Business

- Represent knowledge of both the real estate development and agency industries
- Stay up on the latest industry, market, and consumer insights, understand and support research
- Be accountable to client growth by understanding sales cycles of Client communities, KPIs and return on investment measures
- Effectively plan and manage client budgets, invoicing and reporting

(Continued)

- Perform good judgement regarding agency resources relative to Client initiatives
- Set clear strategic priorities for integrated teams

Grow the Business

- Lead and maintain annual plans for Client account, working with Client marketing and agency teams
- Proactively communicate client opportunities as it relates to sales cycles and market
- Demonstrate Walker Way in the quality and value of the agency communications and ideation

Manage the Execution

- Proactively manage priorities
- Translate strategy into account activity
- Know the nuances of multi-channel programs including creative, media (both traditional and digital), placemaking (signage and sales centers) and programming of community brand (events, programs), marketing, and advertising initiatives
- Contribute strategic insights and ideas to agency and Client teams
- Inspire agency teams to develop on-brand, distinctive solutions

Be a Partner

- Seek to understand, then coach, inspire and be responsible for leading and managing teams
- Develop relationship with stakeholders
- Have and contribute a relevant point-of-view
- Develop contingency plans, foresee roadblocks, problem solve through obstacles and manage up when needed
- Complete timely follow up

Experience & Qualifications:

- 10+ years of agency and real estate account experience (real estate development knowledge preferred)
- Bachelors or Master's in communication/advertising/marketing field
- Outstanding account management capabilities
- Proven experience with direct reports, training, managing, and delegating
- Experience with large integrated campaigns
- Strong digital acumen required
- Excellent communicator, quality presentation skills

Flexible and Remote Work Policy:

We are open to candidates living outside the greater Tampa Bay market. This is offered on a case-by-case basis subject to the candidate, job function and expectations, as well as the firm's potentially evolving office policy procedure. Currently we maintain an office in Tampa for occasional meetings and collaboration, but the team works remotely in most instances. Travel to client communities is required from time to time. It is ideal to have our team close.

To Apply:

Submit to careers@walkerbrands.com your resume with case studies and/or samples of your work product. If you meet our qualifications, we will be in touch.

www.walkerbrands.com

Twitter: <http://www.twitter.com/walkerbrands>

Facebook: <http://www.facebook.com/walkerbrands>

Instagram: <https://www.instagram.com/walkerbrands/>

