

**To apply for this opportunity send resume and contact: Phil Georgenson, President, PMG Employment Consultants ([pmgemployment.com](http://pmgemployment.com)) at [geor@columbus.rr.com](mailto:geor@columbus.rr.com)**

## **VP, Brand Communications**

This is a unique, newly created ground-level opportunity with one of America's best loved brands, well known for doing great things for kids and families. Lead our transformation from an existing brand to a multi-media, international family brand. Inspire and oversee various direct marketing, advertising, packaging, promotion and convention efforts. Create a clear and powerful brand image in the minds of consumers through excellent branding approach across all client products, services and channels. Ensure that the brand essence is consistently and proactively incorporated within all initiatives, becoming a key player on a senior team with members from all departments, including executive, editorial, marketing, public relations and licensing.

### **Responsibilities:**

- Support brand promise, brand vision, brand position and achievement of overall business goals across all marketing and communications functions – web, email, mail, phone, social media, and physical collateral
- Working with appropriate editorial and business teams, lead the evolution of brand style guide(s) to ensure it covers emerging businesses and changing needs
- Provide overall leadership and expertise by building, developing, and managing creative and iMedia teams capable of carrying out the necessary brand communication strategies and tactics
- Ensure the brand remains relevant to consumers and that all initiatives support the brand promise
- Translate business goals and objectives into brand loyalty and customer engagement strategies
- Optimize the allocation of brand communication resources across all media
- Interpret brand research and metrics reports, develop plans to optimize approach based on findings
- Evaluate the strategic brand alignment of new partnerships and opportunities, provide communication support
- Integrate a coherent brand representation within marketing efforts while understanding and maximizing direct response rates
- Work collaboratively with communications team to execute creative designs and messaging that is consistent with the decided brand architecture and global style guide
- Manage budget tracking, reporting and expense related to brand communications

- Work with other departments as needed to set strategies and initiate and negotiate contracts, vendor payments and budget reconciliation
- Use external resources to stay abreast of industry trends and best practices
- Build relationships with art directors, editors and product developers that foster effective communication and collaboration

Lead the expression of the brand across consumer business efforts such as sustainability, building aesthetics, etc.

**Minimum Requirements:**

- Bachelor's degree – Business
- Proven successful book trade retail sales executive; children's product experience preferred; ability to leverage retail sales with direct to consumer marketing to achieve/exceed revenue objectives
- Visionary, dynamic and highly motivated self-starter able to establish new ways of doing business; performance driven and goal oriented; risk taker with adaptability to predict and respond to changing environment
- A strong customer-focused orientation coupled with the desire to have direct customer contact in order to better understand market demand and how it impacts the publishing program and acquisition decisions
- Outstanding leadership skills to guide an organization through establishing the policies and protocol required to support the sales organization
- Superior strategic planning skills with ability to identify and seize opportunities; ability to problem solve and execute business plan
- Strong analytical skills with ability to understand and impact financials
- Superior interpersonal skills with the ability to collaborate successfully with all levels and functions internally and across the customer base; team orientation
- Powerful presentation skills with ability to effectively convey the company's mission and products
- The ability to prioritize and successfully operate in a fast-paced environment juggling competing demands, tasks, and timetables; able to manage inherent stressors associated with level of responsibility
- An individual of the highest integrity
- Fluent in Microsoft Office products – Word, Excel, PowerPoint, and preferably Access
- Ability to travel up to 50% of the time

**Education:**

- Bachelor's degree in art, design or related concentration
- Master's Degree preferred

**Experience:**

- 10+ years of related professional experience, preferably in an agency or company focused on brand loyalty
- Management of a recognized consumer brand
- Multi-media, direct to consumer marketing
- Leading and developing a team
- Licensing experience, preferred
- Publishing experience, preferred

**Other Functions:**

- Commercial sensibility as well as a deep appreciation for high-quality, tasteful art and design
- Exceptional written communication skills
- Excellent public speaking and presentation skills
- Interpersonal skills that allow for effective collaboration
- Leadership skills