**Company Name**



Street Address

Your City, ST ZIP

**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.