

Title: Brand Strategist  
Location: Wyoming  
Division: Strategy  
Reports To: Chief Strategy Officer  
Position Status: Exempt  
August 2020

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Basic Purpose:

Responsible for creating and managing a brand strategy for WBC to engage stakeholders, reach new customers and grow an audience. Develops, implements and continuously evaluates all branding and identity initiatives. Creates marketing plans that strategically target ideal customers in alignment with WBC's objectives and aspirations. Serves as an analyst and strategist by executing a holistic and evolving marketing plan for the organization.

Essential Duties:

- Manages the organization's complete marketing process from research and planning to execution and analysis.
- Develops branding and corporate identity initiatives.
- Develops and implements marketing plans, including new program and service introductions.
- Develops innovative advertising, public relations, social media and event campaigns.
- Manage marketing agencies, consultants, freelancers and other suppliers.
- Oversee and manage marketing budgets.

Position Requirements:

- Any combination of education and experience equivalent to a bachelor's degree in business, marketing, communications or any other related degree plus five years' work-related experience in a professional setting.
- Must be able to work cooperatively and effectively among various work groups, audiences, vendors and internal departments.
- Must be a gifted communicator capable of gaining consensus or stakeholder buy-in on new, complex or challenging ideas.
- Ability to easily transition among projects of varying scale.
- Creative, versatile and willing to take on big challenges.
- Exercise appropriate judgement and decision-making skills over complex matters.