



BARTLETT BRANDS

POSITION: DIRECTOR OF STRATEGY & EDITORIAL

Bartlett Brands is looking for a Full-Time Director of Strategy & Editorial to join its San Francisco-based branding team.

THIS IS YOU IF:

- You love blending the art of strategic thinking, problem solving, conceptual brand development and creative copywriting
- You understand the nuances of working with businesses at various stages of growth and what it takes to bring brands and products to life in a range of budgets and organization styles
- You are outgoing, passionate and enjoy creative collaboration with a bunch of women
- You are interested in the categories we specialize in (wellness, beauty, femcare, food and beverage)
- You share our values (sustainability, giving back to the community, empowering women, progressing past dated social norms)

RESPONSIBILITIES:

- Engaging with clients on a strategic level and building strong relationships that foster trust and understanding throughout the entire branding process
- Managing clients through early phases of Strategic Development
- Designing and facilitating Workshops and Brand Audits
- Developing and articulating Brand Strategies, Brand Fundamentals and Communication Strategies
- Research: Deep-diving on data, developing testing approaches, conducting online surveys, articulating insights
- Developing brand concepts, positioning, names, taglines and narratives based on client's business needs and realities
- Developing and executing on messaging frameworks
- Being a copy chameleon—adapting voice, tone and style based on brand, audience, channel and industry
- Working closely with Creative Director, Art Director and Designers to see the brand come to life across all touchpoints including packaging, web, print and retail
- Managing freelance copywriters
- Multi-tasking and navigating a fast-paced environment

- Motivating agency team and providing feedback that encourages everyone to do their best work together
- Assisting with Business Development: Strategic project planning, proposal development
- Contributing to thought leadership for external agency marketing efforts and profile-building initiatives that further our reputation as a progressive, female-led branding agency

SKILLS:

- 8+ years of brand, product and marketing copywriting experience
- Some experience in designing and leading brand workshops and audits
- Some experience in articulating brand strategy and fundamentals
- Strong CPG portfolio
- Experience in beauty, skincare, wellness and femcare
- Bachelor's degree in Marketing, Advertising, English or Communications preferred
- Strategically-minded with ability to self-direct, brainstorm, develop and execute concepts and copy
- Excellent client-facing presentation skills
- Experience naming brands and products
- Strong time management skills
- Professional, optimistic, energetic and outgoing demeanor
- Strong attention to detail, impeccable grammar, punctuation, spelling, structure and organization
- Passion for pushing the boundaries and taking risks to build brands that stand out, stand the test of time and stand for something meaningful

BENEFITS:

- Competitive Salary
- Health Insurance & HSA
- 401k with matching
- 3 weeks paid vacation and US holidays
- Office with lots of artisan snacks and caffeinated drinks
- Innovative projects and amazing clients
- Badass team of women who treat each other like family

APPLICATION PROCESS:

Please provide:

- LinkedIn Profile
- Portfolio / Work Samples
- Résumé

- 3 References (Name, email, phone, where you worked together, working relationship)
- Open Response: Why are you one of us?
See our [video](#) for a better idea of who and how we are.

Send to hello@bartlettbrands.com

ABOUT BARTLETT BRANDS

Bartlett Brands is an award-winning boutique branding agency.

From cosmetics to consumables, we bring the all-girl power to creating brands that challenge the status and cut through the quo.

Our snappy strategies, stylish stories and standout designs attract the attention of even the world's most distracted humans, engaging and entertaining them for the long haul. We never met a branding boundary we couldn't break.
Or a lipstick shade we couldn't pull off.