

JOB DESCRIPTION

POSITION TITLE: BRAND OFFICER

REPORTING RELATIONSHIPS

ACCOUNTABLE TO: LAS CASAS GAMING INC.

REPORTS TO: MARIA CELERINA GALLARDO III  
SHARMAINE MARIE ABARQUEZ

Role Overview:

The Brand Officer leads the implementation of institutional projects. The officer creates brand marketing plans for which he/she executes directly with support groups. He/She will develop and utilize platforms to nurture brand engagement with customers and build affinity and loyalty. The officer shall also support business unit counterparts to strengthen product marketing initiatives through branding.

Key Responsibilities:

- 1. Develop brand guidelines that corresponds to the theme, style, and tone of the brand.
- 2. Collaborates with the marketing team to assess the needs of a particular project or campaign.
- 3. Develops storyboards to map out storylines and graphics to go along with projects and campaigns planned.
- 4. Identifies opportunity areas for development based on consumer and market trends.
- 5. Prepare monthly reports on brand performance metrics and present findings to the Marketing Head.
- 6. Collaborates with multimedia artists and digital brand officer in terms of brand messaging, design, and creative execution through various communication vehicles.
- 7. Occasionally represents the brand section at events.
- 8. Strong creative and problem-solving skills.
- 9. Monitoring online conversations and reviews to maintain a positive brand reputation.
- 10. Drives product development of marketing tools and assets.

Qualifications and Skills:

- Bachelor's degree in marketing, advertising, communications, digital media, or any related field
- Excellent communication, verbal and writing skills
- Experience in the events management industry is not necessary but an advantage.
- Proficiency in creative skills such as graphic design, copywriting, and content creation is valuable for developing compelling brand visuals and messaging across digital platforms.
- Strong analytical skills are necessary for interpreting data and optimizing branding strategies based on insights and trends.
- With strong skills in market research and analysis to identify consumer trends, competitors, and opportunities for brand growth.
- Multi-tasking and time-management skills, with the ability to prioritize tasks and meet deadlines.
- Positive attitude, attention to detail, and customer-oriented with good organizational abilities
- Communication and Proficiency in English and Filipino
- Time and skills management
- Advertising and Brand Positioning

Prepared by:

Approved by:

SHARMAINE MARIE ABARQUEZ

LEO A. BARROSA

Marketing Head

President

Reviewed by:

Received by:

MARIA CELERINA GALLARDO III

Operations Head

Employee



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