**Job Title:** Chief Branding Officer (CBO)

Company and Group Overview:  
 Our Company iskey company within the 4ways Group, operates a light-asset business model in the Philippines. The group’s core businesses span corporate consultancy and agency services, including visa, tax, and legal assistance; an independent garlic sauce e-commerce brand; and AI application development. Driven by agility, innovation, and results-focused growth, the group emphasizes retail expansion, strategic partnerships, and multi-sector business development.

**Position Summary:** As Chief Branding Officer, you will be the primary architect of the company’s brand identity, content strategy, and market-facing communications. You will shape how the 4ways Group brand is perceived, understood, and engaged with by stakeholders and customers. This role demands strategic vision, creativity, and operational leadership to drive impactful brand narratives and influencer partnerships.

**Key Responsibilities:**

* **Influencer Collaboration & Creator Network Development**
  + Identify, evaluate, and onboard high-impact influencers across TikTok, YouTube, and Instagram
  + Negotiate collaboration terms, design content pipelines, and coordinate execution
  + Maintain long-term creator relationships and optimize influencer ROI
  + Build a modular creator database with performance metrics, pricing logic, and topic clusters
* **Brand Narrative & Language System Design**
  + Define and evolve brand tone, storytelling structure, and external messaging architecture
  + Develop campaign slogans, copy direction, and thematic hooks across products and platforms
  + Ensure all external-facing content aligns with the company’s voice and strategic positioning
* **Visual Identity Oversight**
  + Supervise design assets related to packaging, digital, print, and physical activations
  + Collaborate with designers and freelancers to translate brand concepts into visual formats
  + Refine and adapt logo, typography, and icon systems for new campaigns
* **Campaign Strategy & Cross-Team Execution**
  + Collaborate with product, operations, and leadership teams to align campaign goals with business objectives
  + Plan and schedule brand activations across digital and physical channels
  + Manage internal communications for campaign rollout and stakeholder alignment
* **Innovation, Feedback, and Optimization**
  + Monitor content performance, influencer metrics, and customer sentiment
  + Run A/B testing and make data-driven creative decisions
  + Establish a content feedback system and evolve creative standards based on impact

**Compensation Package:** The total fixed monthly compensation for this role is PHP 75,000, composed as follows:

* **Basic Monthly Salary:** PHP 20,000 (adjusted according to qualifications and experience)
* **Performance Bonus:** Up to PHP 50,000 per month. The bonus is initially set at the maximum amount and may be reduced proportionally based on performance evaluations. In theory, with perfect performance, the full bonus is awarded.
* **Fixed Monthly Allowance:** PHP 5,000
* **Government-Mandated Contributions:** Full coverage of required government contributions including SSS, PhilHealth, and Pag-IBIG as mandated by Philippine law.
* **Annual Profit Sharing:** 20% of the company’s net profit beyond an annually defined baseline will be distributed among leadership team members. Profit sharing is suspended in fiscal years when profits do not exceed the baseline.

**Work Location and Position Nature:**

* Primarily on-site at Westgrove Place, Malate, Manila
* Task-Based, High-Accountability Role with Flexible Hours