

Brand Manager

Date: January 11, 2022

Position: Permanent, Full-Time

Salary from: \$45,000

Location: Winnipeg, MB, Canada

Remote Work: We're Flexible

Our Agency

AdEasy Inc. is a digital marketing company that specializes in the development and management of online advertising campaigns for traditional businesses. Our head office is located in Winnipeg, Manitoba, Canada, in the historic Exchange District.

About the Role

The Brand Manager is an entry-level agency position with AdEasy. This employee is working toward becoming an Account Manager. Account Managers are expected to be digital marketing experts, great communicators, and have an unwavering desire to continue learning. The role of Brand Manager at AdEasy will set you on the path.

Primary Responsibilities

Developing Campaign Strategies

As the Brand Manager, you will be the direct support of the Account Manager, the main point of contact for AdEasy's clients. Therefore, it is your responsibility to help identify the right solutions to help them grow their brands online. Some responsibilities include:

- Coordinating meetings/calls between our team and the client
- Developing and helping to present digital campaign strategies
- Helping to prepare campaign proposals for clients
- Support in the writing of a creative brief based on the goals of the campaign
- Co-leading our team's brainstorming sessions

Industry Research

Researching the industry of our client portfolio, their competitors, and identifying market trends.

Client & Campaign Management

AdEasy prides itself on being a trusted digital partner for our clients. We sell them the right solutions to grow their business, and we help them understand the best way to invest online to reach their customers. Therefore, the Brand Manager role is extremely important in maintaining our own brand image and reputation, and ensuring our campaigns deliver the results our clients expect.

What We're Looking For

We're looking for enthusiastic people with a drive to succeed in advertising/marketing. These are the minimum requirements for this role:

- *Industry Experience* - No industry experience necessary
- *Education* - University degree or college diploma in a related field
- *Digital Savvy* - Understanding of major search and social networks
- *Dedication* - You're driven to be exceptional at digital marketing
- *An Open, Active Mind* - Eagerness to learn new tactics, platforms, and processes
- *Poise* - Confidence to talk to clients in any situation
- *Reliable* - Willing to do what it takes to hit project deadlines
- *Understanding* - Care for our client partners' needs and goals
- *Organized* - Ability to prioritize and manage multiple projects and an acute attention to detail
- *Team Player* - We work hard around here, but we also find time to actively decompress and have fun together

Why Work At AdEasy?

Unleash Your Creative Side

AdEasy is a digital marketing agency that prides itself on its collaborative, fun environment for employees. Our team gets sh!t done but we also have a blast with our Monday team morning breakfasts, Friday hangouts after work, and the many internal events that are planned throughout the year.

We Want You To Succeed

Employee development is also very important in the agency and the team regularly attends (now virtual) conferences, watches interesting educational courses, and learns new platforms and software all together. We want to build you up to be the best Brand Manager you can be and to make you say, "Wow, I've learned so much since becoming a part of the AdEasy team. I feel super smart. Woo!"

We're Changing The Industry

We want to be the agency that stands by what we believe in, like transparency. It's why our prices are on our website, it's why we have honest conversations whether things are going well or not as expected. We want to make online advertising accessible for brands of all sizes.

Some of the companies that trust AdEasy:



Why It's Better Here

- Competitive salary
- Custom development roadmap
- Fun company events
- Extended health care
- Dental care
- Vision care
- Paid time off
- We have really good snacks

Hey, This Sounds Perfect for Me!

Ready to join the AdEasy team? Not gonna lie, we're pretty awesome. And just wait 'til you see our beautiful office. Apply here: [Job Applicant Survey](#)

Not the right position for you? Have a look at some of the other spots we're currently hiring for (and tell your friends): adeasy.com/category/careers