



September 25, 2023

Brand & Engagement Strategist

Thompson Financial Group, a full-service financial firm offering Estate Planning, Investments, Insurance, and Payroll Processing is growing! In existence since 1962, our firm has locations in both Presque Isle and Bangor, Maine. To assist us in our growth we are looking to hire a Brand & Engagement Strategist. Are you detailed oriented, enjoy teamwork, but can also work independently to self-manage responsibilities to completion on your own? If so, we look forward to meeting you!

The Ideal Candidate

Confident & Kind - You are respectful, tactful, and kind. You value integrity. Your family values run deep. You are patient and understanding of others' needs. You are open, honest and have the ability and willingness to have difficult conversations when needed. Always treating others with respect, you don't just tell people what they want to hear. You have a sense of humor and genuinely enjoy life.

Motivated – Armed with a can-do spirit, inner strength, and a powerful support system, you are willing to be pushed out of your comfort zone in the name of making a difference. Achieving excellence is at the core of who you are. You have a “bring it on” attitude and are ready to dig in!

Detail Oriented – You are a loop closer, you thrive in a fast-paced environment, and pride yourself on turning chaos into order. You are a quality finisher with exceptional writing and communication skills.

Dependable - You have instinctive prioritization skills and don't need to be told what to do or when to do it. You take ownership in your work, have strong follow-through and are willing to jump in to get the job done. You enjoy providing an encouraging environment while maintaining professionalism and are the type of person whose friends come to for advice.

Job Description:

As the Brand & Engagement Strategist, you will be responsible for developing and executing the brand strategy for the company. This will include managing the brand identity, brand guidelines, and overall reputation. You will work closely with the leadership team to ensure that all

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communications and campaigns are aligned with the brand strategy. Additionally, you will be responsible for the engagement of employees, current clients, as well as engaging prospective clients. The ideal candidate will have experience in brand management, marketing, and communications. He or she will be a strategic thinker with the ability to think outside the box and come up with creative solutions.

Job Responsibilities:

1. Brand Development:
 - a. Develop and implement a comprehensive brand strategy to enhance the Thompson Financial Group brand presence.
 - b. Ensure brand consistency across all communication channels and materials.
 - c. Developing marketing strategies that will increase brand awareness and generate sales
2. Content Creation:
 - a. Create compelling and relevant content for various platforms, including social media, blogs, newsletters, and website.
 - b. Craft engaging narratives that resonate with our target audience.
3. Social Media Management:
 - a. Manage and grow our presence on all social media platforms, including but not limited to LinkedIn, X, Facebook, and Instagram.
 - b. Create and execute social media campaigns to increase engagement and brand awareness.
4. Marketing:
 - a. Work with cross-functional teams to develop and execute integrated marketing plans that are on brand and aligned with business goals.
 - b. Managing the production of all marketing materials, including brochures, catalogs, magazines, direct mail pieces, and other print materials
 - c. Evaluating the effectiveness of campaigns to ensure that they are meeting their goals.
 - d. Oversee the development and execution of creative briefs for all marketing initiatives, ensuring that they are on strategy and within budget.
 - e. Writing speeches or articles that promote the company's products and services or explaining company policies to employees.
 - f. Utilizing pre-prepared material from third parties (AssetMark, Ameritas, etc.)
5. Employee, Client, and Community Engagement:

- a. Foster a positive work environment by developing and implementing employee engagement initiatives.
 - b. Engage with clients to gather feedback and maintain strong client relationships.
 - c. Engage within community to foster relationships and perform outreach.
 - d. Develop and execute engagement activities.
 - e. This position will require travel throughout the State of Maine and potentially other States as we expand.
6. Strategic Partnerships & Prospect Engagement:
- a. Identify, establish, and nurture strategic partnerships and collaborations that align with our business objectives.
 - b. Develop and execute business development strategies to drive revenue and expand our client base.
 - c. Engage with prospects through various channels to generate leads and convert them into clients.
 - d. Setting up meetings with potential clients to present ideas and proposals for new products or services.
 - e. Build and maintain a pipeline of potential clients.

Preferred Qualifications:

- Client confidentiality is a must
- 2yr-4yr College degree, marketing, business, or professional training
- Detail oriented
- Experience in brand management or related field preferred
- Proven track record of developing and executing successful brand strategies
- Exceptional leadership, communication, and presentation skills
- Strong analytical skills and experience with market research
- Creative thinker with ability to think outside the box
- Strategic thinker with excellent problem-solving skills
- Reliable and responsible
- Upbeat, positive attitude
- Multi-tasking skills
- Professional work ethic and demeanor
- Works independently in a deadline-driven manner with a willingness to take on new projects as needed
- Must have computer skills

Benefits – Paid by Employer 100%:

- Full-Time (40hr week)
- Retirement
- Life Insurance
- Long Term Disability Insurance
- Short Term Disability Insurance
- Dental/Vision Insurance
- Paid Vacation and Sick Time
- 12 Paid Holidays

To apply, send your resume and cover letter to bshaw@growwithfg.com