

JOB DESCRIPTION



BRAND MANAGER

Location: Toronto, Canada

JULY 2021



CONTACT:
Louise Barreau

louise.barreau@purprojet.com

PUR PROJET

PUR Projet is a global leader in supply chain sustainability. We develop socio-environmental projects within the supply chains of our Corporate Partners. Through the economic and social empowerment of local communities and the introduction of sustainable development initiatives at the agricultural level; PUR Projet seeks to address climate change, while regenerating and preserving the ecosystems upon which these supply chains depend. Many of PUR Projet's projects fall within the categories of inseting, regenerative agriculture, agroforestry, forest conservation and landscape restoration.

PUR Projet is an impact driven social business and B Corp, based in Paris, France; with offices in Toronto, Singapore, Bogota and Thailand. We operate programs in >40 countries. PUR Projet has a depth of experience in South America, Asia, Africa and Europe, and is currently expanding its scope within North America. PUR Projet's clients range in size but include large programs with entities such as Nespresso, Burberry, Ben & Jerry's, L'Oreal, Chanel, AccorHotels and Caudalie.

More information on PUR Projet and our work can be found on our website at www.purprojet.com.

TORONTO OFFICE

The Toronto Team is composed of a group of creative and passionate Team members. We have people from the Program, Projects and Support teams that on any given day may find themselves working abroad, leading field activities with local farming communities to drive ecosystem restoration, attending multinational conferences around the globe; providing media interviews to outlets like Vogue; advising the Canadian Minister of Agriculture; or simply attending zoom calls with the rest of the team across 8 different times zones and with some of the most influential sustainability brands in the world.

We are a close-knit Team that focuses on supporting each other, and sharing energy, ideas and inspiration on a daily basis; and we look forward to bringing in new Team members that share our passion for making change in this great world.

While we are all working from home at the moment, due to COVID, we have a dedicated office in the fantastic co-working ecosystem provided by our friends at Eastroom. Located at 50 Carroll St. (near the intersection Queen St. East & Broadview) the office is easily accessible from TTC Streetcar Routes 501, 503, 504 & 505. We look forward to progressively returning to the office on a regular basis as we emerge out of this unfortunate situation.

Toronto office is also working very closely with the rest of the regions, and the brand manager will work with the french team which is based in Paris office!

ROLE

PUR Projet is seeking an experienced, creative, detail-oriented & dynamic Brand Manager to lead the growth of the mission-driven company's Brand internationally. This person will shape and communicate the vision, mission & image of PUR Projet in B2B and B2C networks, identify the correct venues for communication; while leading the marketing and communications Team on the execution of digital, media, in person and social media deliverables. The Brand Manager will be in charge of PUR Projet's global online and outline strategy and will work with the international team.

This is an amazing opportunity for an individual with a self-starter attitude to develop the strategic brand vision for PUR Projet globally.

DUTIES & RESPONSIBILITIES

<p>SUMMARY OF RESPONSIBILITIES:</p>	<p>Evolve and grow PUR Projet's international global presence online and outline to reach B2B and B2C targets through the design, coordination and implementation of a comprehensive marketing and communications plan in collaboration with the company's Management Team, Marketing team & Programs Team.</p>
<p>INDIVIDUAL RESPONSIBILITIES :</p>	<p>Global Market Strategy</p> <ul style="list-style-type: none"> - establish and own comprehensive vision and voice across all channels to deliver increased awareness, engagement and drive the growth of Pur Projet; - create, maintain and execute a strategically driven content calendar across all digital platforms (organic social, paid, PR, email, programming) - develop, implement and manage PUR Projet's strategy for global outreach through online and offline supports such : digital, social media, print, public relations and industry networks (e.g. conferences); - lead on topics related to the evolution/design and execution of the company's brand content, guidelines, website, e-commerce platform, social media presence, and external voice and messages; - develop appropriate budgets, roadmaps and schedules for delivery of the market strategy and take ownership of its execution; & - leverage tools such as SEO, SEA and others to both enhance the success of the marketing strategy, while using analytical tools to track and measure success of campaigns or activities. - define, track and reorient strategies based appropriate KPIS such : users rebunds, clic rate, SEO, SEA, number of visitors, leads generated, keywords range, upsell.. - challenge and optimize the UX and the UI - ensure brand tone, look and feel is consistent on all platforms
	<p>Global Brand Evolution & Design</p> <ul style="list-style-type: none"> - define and adjust a brand strategy with a clear timeline for all the team - lead brand strategies and creative concepts for social media campaigns and relevant events - leverage PUR Projet's global team to extend and evolve the company's brand message - reach new B2B and B2C audiences by leading PUR Projet's global communications team on brand image, message and vision, editorial voice and tone; - support the development of key strategies to promote key messages and key persons across specific product categories and within industry networks.

	<p>Manage Marketing/Communication Team & Service Providers</p> <ul style="list-style-type: none"> - co-manage, with Senior Team Members in the Paris Office, the global marketing and communications team; - provide clear definition of roles, responsibilities, & personal growth trajectories; while driving innovation, creative thinking and collaboration; & - where necessary, hire and manage external service providers to support in the execution of short, medium and long-term deliverables. - Liaise with marketing / global teams / external PR to analyze results and identify opportunities for improvement and optimization
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TEAM RESPONSIBILITIES:	<p>CULTURE & COMMUNITY</p> <ul style="list-style-type: none"> - Support a healthy, fun and effective work environment as part of the PUR Projet Team; - Participate in internal workshops, seminars & social events to help carry PUR Projet's strong sense of community; & - Demonstrate your individual character, nature and ideology within the Company and support others to do the same.
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REPORTING:	<p>The successful Candidate will report to PUR Projet's Director, Global Programs who is based in Toronto; and will manage a team including a digital product manager, copy editor, multi-media manager in coordination members of the Paris office.</p> <p>The successful Candidate will also be expected to closely collaborate with a number of colleagues in any of PUR Projet's 7 global offices; and travel internationally when necessary.</p>
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QUALIFICATIONS

EDUCATION:	<p>PUR Projet is open to a range of education backgrounds, if and where the candidate is able to effectively demonstrate their relevance and appropriate capabilities to undertake the role. As such work experience comparable to a focussed degree will be considered in lieu, where appropriate.</p>
EXPERIENCE:	<p>It is expected that the successful candidate will have a minimum of 6 years professional experience; ideally with previous experience as a marketing manager, a brand manager or a marketing consultant in an international environment.</p> <p>Experience working with social or environmental purpose organizations will be seen as a significant and material benefit, particularly with knowledge of sustainability storytelling and marketing.</p> <p>Proven track record working on world class multi-channel marketing campaigns with measurable results; where associated with B2B offerings, and related to socially focused businesses will be seen as a plus</p>

<p>SKILLS:</p>	<p>Strong knowledge, experience and comfort working with diverse and international teams on the simple communication of technical topics.</p> <p>Strong demonstration of strategic management skills, of both teams and deliverables.</p> <p>Demonstrated skills in the design, management and execution of complex marketing campaigns, through collaboration with diverse service providers.</p> <p>Comfort and expertise in the use of Microsoft Office Suite (Word and Powerpoint in particular), is required. Experience working with the Adobe Suite of media products such as Illustrator or InDesign, and/or Google Suite seen as a plus. Knowledge of digital development tools will be seen as a strong asset.</p>
<p>PERSONAL CHARACTERISTICS:</p>	<p>We are seeking an individual who takes strong responsibility and accountability for their work. This person should have experience working cross functionally with various teams and disciplines, and remotely with international offices. Experience tracking and executing within assigned project timelines and parameters should be demonstrated</p> <p>They should have the ability to clearly articulate strategic direction among multiple groups; while giving actionable feedback and direction. They should have the ability to influence and drive collaboration while working creatively to solve problems. Strong interpersonal skills will be seen as a strong asset due to the nature of the work.</p> <p>The successful candidate will be expected to coordinate and work effectively with diverse stakeholders including the Marketing & Communications Team, Programs Team, Projects Team and Management Team. It is expected all candidates will be able to demonstrate collaboration in past work experiences.</p>
<p>LANGUAGES:</p>	<p>Candidates must be fluent in English and French. Spanish is considered a benefit but not necessary.</p>

LOCATION: Toronto, Canada. Office located at 50 Carroll St.

CONTRACT: Full-Time Permanent (3 Month Probation)

BENEFITS: PUR Projet North America industry leading benefits, with extended health care and dental benefits and 14 days sick leave; as well as 25 days paid annual vacation.

REQUIREMENTS:

Candidates must have a valid passport, legal right to work in Canada. Candidates must have the ability to travel between Canada & France at minimum.

There's no such thing as a 'perfect' candidate. PUR Projet is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. So however you identify and whatever background you bring with you, please apply if this is a role that would make you excited to come into work every day.

RECRUITMENT PROCESS

PUR Projet kindly asks that interested candidates submit their CV, a portfolio of their past work and a cover letter, describing their motivation and relevant experience, by email to [**louise.barreau@purprojet.com**](mailto:louise.barreau@purprojet.com) with the subject "Brand Manager".

All candidates will receive a confirmation email upon receipt. It is kindly requested that all submissions are made by **July 20th**, although telephone interviews will begin before this time for any short-listed candidates who have submitted their documents early.

All CVs will be reviewed by the PUR Projet Team. Those candidates shortlisted will receive an email to request a telephone interview. The final two stages of the recruitment process will be a group interview and a case study. Please be prepared to have three references available upon request. The successful candidate will start with PUR Projet between July 26th, 2021 and September 1st, 2021.