

Title

Senior Associate, Verbal Branding and Content

Reporting:

Reports to:

Director Verbal Branding & Content

Key internal relationships:

Writer + Content Specialist

Branding & Communication Design Staff

Director Research & Strategy

Program Managers

Background:

Catapult Thinking helps clients synchronize their business, marketing and brand strategies. We rely on research-led strategy to define product and service marketing programs, and strategy-led design to build brand experiences that satisfy customers, instill loyalty and drive sales.

We excel at the points where management and marketing consultancies, advertising agencies and product design studios converge. Our work combines strategic and systems thinking, product development expertise, and branding and creative execution in a single offer we call: Catapult Thinking.

Clients engage our multi-disciplinary teams to reveal customer opportunities, define brand architecture, build channel-selling stories and create user-centric retail experiences. These engagements often bridge gaps between product development, marketing and sales.

Founded in 1998, Catapult Thinking has helped diverse consumer and commercial clients solve complex strategic, positioning and design challenges. Along the way, we have established a reputation for research, branding and creative excellence that drives a high level of client satisfaction and repeat business.

Position Summary:

In this position you will help drive client projects as the senior verbal branding specialist, content specialist and writer. Collaborating as part of our interdisciplinary team, you plan, create, shape, and produce our written product – from strategy through final written deliverables. You are responsible for helping to solve our clients' business problems, by creating clear, compelling and creative communications and verbal branding solutions. Working with the Director of Content and Verbal Branding, you help direct junior staff and bring a senior perspective to our written product across many industries, project types, and media.

Responsibilities:

Participate in a wide range of projects including: branding and positioning, product & brand naming, packaging, print collateral, advertising, web & interactive.

Plan, create and refine our written communication – from concepts through final deliverables.

Serve as primary content specialist and client contact on projects.

Contribute to research and strategy projects

Assist in managing junior writing, research and design staff on projects assignments.

Professional Requirements:

An academic degree (Master's Degree preferred) in linguistics, communications, writing, marketing, or related studies.

A minimum of 6 to 8 years marketing writing experience in an agency or consulting environment

Demonstrated experience with brand strategy, consumer packaging, retail merchandising, marketing communications and online communications

Experience in product naming required

Ability to work on both consumer products and business to business subject matter

Experience presenting to and managing clients

Experience in ethnographic research, and/or information architecture a plus

Personal Attributes:

- Demonstrated creative thinking and problem solving.
- Excellent writing skills.
- Collaborative, must enjoy working in teams.
- Versatile, able to handle many kinds of writing and research tasks; willing to learn new skills.
- Curious, must enjoy learning about our clients' businesses and markets in depth.
- Highly detail oriented
- Flexible, able to respond to the changing demands of our clients and projects.
- Efficient, able to work under tight project deadlines.
- Excellent verbal and presentation skills.
- Proactive.
- Able to interact with both creative staff and clients in a professional, courteous and respectful manner.
- Values diversity and demonstrates, through actions and words, the highest ethical and professional standards.

Compensation:

An attractive compensation package including:

- base salary (commensurate with experience)
- 11 company holidays
- 10 days vacation
- Blue Cross Blue Shield
- Delta Dental
- life insurance
- 401K
- short-term disability
- long-term disability

Contact:

Catapult Thinking office is located in downtown Boston, MA near historic South Station:

143 South Street, Fifth Floor
Boston, MA 02111
(617) 350-5277
www.CatapultThinking.com

Apply:

If you would like to be considered for this position, please submit your resume to us at:
careers@catapultthinking.com

Catapult Thinking is an Equal Opportunity Employer.

