

Job Title**Brand Manager****Main Functions**

Ensuring and implementing brand protection campaign, create and implement AIESEC promotion campaign as well as ensure the members education on AIESEC brand, Brand XP. Use brand XP filtering tool.

Subordinated to

MCVP Comm
LCVP Comm
LCP

Intercommunication with

LCVP Comm
Comm responsible on the global level
Members

Ideal Profile

- Good knowledge of the AIESEC Way
- Good command in written English
- Strong knowledge of AIESEC.net
- Strong knowledge in AIESEWC brand and Brand XP
- Problem-solving skills
- Availability upon short notices
- Good knowledge of HTML and web design
- Internet connection and a messenger

Responsibilities

- Explore the website, forums, blogs, myaiesec.net and Social Media.
- Learn the Brand Principles.
- Learn how to work with templates.
- Ensure no violation of AIESEC brand (logo, texts and so on)
- Provide trainings to the membership on Brand XP and branding in general
- Create AIESEC Brand Book with coordination with the Media Relations Coordinator
- Incorporate with the teamsters in developing AIESEC spokespeople
- Ensure right AIESEC public messaging
- Learn how to write and run attractive promotion campaigns
- Pass the written content to the *Designer*
- Continuously keep in touch with *teams IM responsible* and provide the teams with needed text materials

Process of Selection/Election

Work Experience:

- Experience in writing and editing
- Experience in creating and organizing event

Skills gained in the Position

- Editorship Experience
- Time management experience
- Content management experience

Measures of Success

Key performance indicators (Measures of success):

% of plan realization

% of the websites', campaigns implemented, brand book creates, public events creation ensured