



## **POSITION: Senior Brand Program Manager**

### **Company Overview**

Centricity is a marketing and branding agency located in Reston, VA, proudly serving more than 200 clients, including Fortune 500, leading associations, and federal agencies. We are uniquely qualified to help our clients design and deliver authentic brand experiences that resonate for their employees and customers.

Our legacy began in what was then called employee recognition and incentives, halfway through our long journey, we added, first organically, and then by intention, customer brand experiences into our portfolio. By attracting the best talent and keeping them engaged, we help clients to build and grow an all-star team. As we move forward together, we have intentionally sought to design our very own brand what we have helped so many other organizations create. A brand story that resonates. Well told, with passion and purpose. A new set of experiences for our team, for our clients and for their customers, members, and guests.

Founded in 1983, we boast 39 years of growth. This is due in part to the technology platforms, unmatched customer service, and proven expertise providing engagement solutions for Fortune 500 companies and market leaders. We have an open and engaging work environment, collaborative approach to solutions development, and strong leadership. Our unique expertise creating solutions for both employees and customers formed the foundation for what would ultimately become Centricity – the center point where both meet, creating synergies for every brand we serve.

### **Position Overview**

As a **Senior Brand Program Manager**, you will implement, build, and maintain relationships with our key program clients by creating a positive rapport and supporting the clients program. In this client-facing role, you will become knowledgeable about our business through an established training program - most notably in these key areas: Centricity's capabilities and offerings, client accounts, and specific program initiatives and corresponding data and processes. This position will report to the VP, Brand Services and Events.

Working alongside a proven team of industry experts, you will be responsible for daily program management of the program and high-visibility client account management. You will become the Subject Matter Expert on all programs under your scope of responsibility, while managing existing programs and on-boarding new programs brought to the team by members of the sales team. You will be managing project plans, schedules, budgets, organizing and reporting on data, leading in project meetings, and mentoring for accuracy in production and that project deadlines are met in a timely manner.

In addition, you will be responsible for product proposals, product quotes, program order template writing and process document updating, as needed. You will be responsible for managing and reporting on client data, as it relates to the areas of the individual programs via programs such as Excel and Google Sheets. You have a strong understanding of finance and financial reporting. You will work alongside a Brand Program Coordinator, who manages the day-to-day production processes for orders after submission.

To be successful as a Senior Program Manager, you will need to be able to work on tight deadlines, be fluent in Excel formulas and features, competent in other Microsoft Office, and have exceptional verbal, written, and interpersonal skills. A bachelor's degree in a related field of study and at least ten (10) years of relevant

experience is required for consideration.

### **Responsibilities in 3 Key Areas:**

The Brand Program Manager is responsible for the overall management of client specific programs. Primary responsibilities include:

#### **Client Management**

- Building and maintaining positive client relationships
- Gathering and analyzing client requirements and expectations
- Resolving client issues and conflicts in a timely and professional manner
- Identifying and managing potential risks to client satisfaction
- Negotiating contracts and agreements with clients
- Developing and executing client engagement plans

#### **Program Implementation, Maintenance and Management**

- Developing program plans and schedules while managing resources and budgets for program activities
- Overseeing program execution and ensuring adherence to project timelines and budgets
- Monitoring and reporting program performance against key metrics and goals
- Identifying and mitigating program risks and issues
- Ensuring program compliance with industry standards and regulations
- Managing program documentation, including status reports and program deliverables including SOP's
- Continuously evaluating program effectiveness and recommending improvements as needed.

#### **Program Reporting and Quality**

- Preparing regular program status reports and presentations for senior management and stakeholders
- Ensuring the accuracy and completeness of program data and reporting
- Developing and implementing program-level quality assurance processes
- Conducting regular internal audits to ensure program compliance with standards and best practices
- Facilitating regular program reviews and retrospectives to identify areas for improvement
- Collaborating with cross-functional teams to resolve quality and performance issues
- Presenting program results to internal and external audiences
- Continuously monitoring program performance and making recommendations for improvement.

### **To be successful the Brand Program Manager will...**

- Attend and participate in online operations and project-based meetings, as necessary.
- Coordinate and participate in strategic planning and progress update meetings for assigned online store programs.
- Attend virtual and live industry conferences and events, as assigned, keeping apprised of new product sources, decorating methods, packaging options and retail industry practices.
- Work collaboratively with Marketing, Operations, Account and Executive team members to achieve optimal results for Centricity, our clients, and their customers.
- Support our Mission, live our Values and understand your part in the company's success.
- Have a positive "can do" attitude and a true passion for what you do!
- Leading and monitoring project plans, project schedules, budgets, and expenditures.
- Organizing, attending, and participating in project meetings, while preparing necessary materials for meetings.

- Documenting and following up on important actions and decisions from meetings.
- Providing administrative support as needed while undertaking project tasks as required.
- Developing project strategies while ensuring projects adhere to frameworks and all documentation is maintained appropriately.
- Ability to work effectively both independently and as part of a team
- Extraordinary attention to detail.
- Self-starter, who isn't afraid to ask the hard questions.

## **Your Qualifications**

- Outstanding interpersonal and written communications skills.
- Finance Reporting, documentation and an
- Passion for excellence and a desire to delight the client.
- Creative mindset, visual eye and out of the box thinking.
- Demonstrated 'grace under pressure' in response to inevitable adversity or unexpected circumstances.
- Self-driven, highly motivated, organized and team oriented with the ability to adapt to a quickly changing task list, works well under pressure to meet firm deadlines.
- Proficient in MS Office, InDesign, or other design and/or video editing software.
- Demonstrated expert in Client Management
- Willingness to travel to client conferences and provide additional event support as needed.
- Completion of a bachelor's degree in Communications, Marketing, or any related field.
- Ten (10) Years' Experience in Program Management in Branding/Marketing/Advertising/Production
- PMP certification preferred.
- Promotional Products experience is preferred.

## **Additional Information**

- Hybrid position in Reston, Virginia with the possibility of being fully remote for the right candidate.
- Internal Company Recognition & Rewards
- 401k and Health Insurance Benefits
- 9 paid company holidays with an additional paid week off between Christmas and New Year's Day

## **Compensation**

Exact compensation may vary based on skills and experience. Base Salary + annual bonus structure.