

Job title: Global Brand Strategist
Reports to: Director, Global Brand Marketing
Based in: NYC

The salary range for this role is between \$121,000 - \$134,000. This range is inclusive of a performance-based bonus, which is based on both team and individual performance, and is paid out annually. Our salary ranges are determined by location, work experience, and the role.

To apply, please send the English version of your resume and cover letter to careers@tent.org. If your background aligns with our needs, a member of our team will be in touch.

About the Tent Partnership for Refugees:

With more and more refugees displaced around the world for longer periods of time, businesses play a critical role in helping refugees integrate economically in their new communities. The Tent Partnership for Refugees was launched in 2016 by Hamdi Ulukaya, the CEO and founder of Chobani – a multibillion dollar food company in the U.S. – to mobilize leading businesses to help connect refugees to work. Today, Tent is a global network of over 500 major companies committed to hiring, training, and mentoring refugees. Find out more at www.tent.org.

About the Role:

Tent is looking for a sharp, forward-thinking, and technically-skilled brand strategist with 8-10 years of marketing expertise to help shape and strengthen Tent's global brand. This new role will report into the Director of Global Brand Marketing, work closely with Tent's VP of Global Communications & Marketing, engage with internal teams across all of Tent's markets, and have the opportunity to collaborate with Tent's executive leadership team on milestone campaigns.

The Global Brand Strategist will analyze and elevate Tent's brand narrative and presence in its dozen countries of operation across the Americas and Europe and help improve its marketing effectiveness across all touch points with companies, consumers, refugee communities, and other key audiences. The ideal candidate has proven experience in both cross-functional and cross-market collaboration, as well as experience with both B2B and B2C marketing.

This role requires someone who is adaptable, thrives in ambiguity, and is highly adept at core competencies including but not limited to brand architecture, audience insight and segmentation, integrated channel strategy, strategic positioning, competitive differentiation, and go-to-market strategy. The right candidate for this role should be energized by charting an unknown course and equally excited (and able) to execute day-to-day marketing tasks as they are to play a lead role in building and shaping longer-term marketing strategy. Key marketing initiatives this role may help drive

forward could include shaping and amplifying Tent's 10-year anniversary activities around the world or efforts around evolving Tent's global brand identity.

Key Responsibilities:**Brand Strategy**

- Design and drive Tent's brand strategy and market positioning across B2B and B2C audiences
- Help develop compelling, insight-led narratives to support the evolution of Tent's global brand identity
- Collaborate with colleagues, creative teams, agencies, and other stakeholders to ensure alignment with brand positioning and avoid reputational risks
- Provide strategic input into content development and channel planning to maximize brand effectiveness

Marketing & Campaign Management

- Lead the development and execution of impactful integrated marketing strategies across owned, earned, paid, and shared channels
- Define and oversee campaign architecture across the marketing funnel, ensuring strategies are insights-driven and rooted in audience-centric objectives
- Partner with internal teams and external agencies to amplify outreach and maximize campaign effectiveness
- Manage and optimize digital marketing efforts, including SEO/SEM, A/B testing, and performance tracking

Research & Analytics

- Lead market research – such as audience insights, competitive analysis, and cultural trends – to inform brand positioning and audience segmentation strategies
- Monitor campaign performance metrics including web traffic, social listening insights, and influencer engagement – and continuously translate these into insights that can be optimized in real-time as well as used to inform and enhance future efforts
- Evaluate and report on brand health and performance using KPIs such as awareness, brand lift, engagement, sentiment, consideration – both in day-to-day marketing efforts and during key campaigns

Essential Skills/Experience:

- Bachelor's degree
- Complete fluency in English
- 8-10 years of relevant professional experience in brand strategy and/or marketing, ideally spanning both B2B and B2C environments
- Proven effectiveness in brand strategy development, brand architecture, multi-channel marketing campaigns, and performance measurement and analysis
- Deep familiarity with a range of leading marketing, analytics, and content tools used to plan, execute, and measure campaigns

- Exceptional project management skills with the ability to manage multiple workstreams and stakeholders in a fast-paced environment
- Excellent communication and interpersonal skills, with a track record of collaborating effectively with cross-functional teams, senior leadership, and a broad set of external stakeholders
- Ability to quickly synthesize and derive actionable insights from data
- Willingness to travel occasionally as needed, both domestically and internationally

Preferred Skills/Experience:

- Familiarity with political and socio-economic dynamics, ideally as they relate to the workforce integration of refugees and migrants is helpful, but not essential
- Agency experience – whether working within an agency or managing one or more agency partners from the client side – is preferred, but not essential

Desired Qualities:

- A strategic thinker with the ability to leverage data, technology, and innovation to craft and execute high-impact marketing campaigns
- Ability to excel in dynamic settings and adapt seamlessly to shifting priorities and changing business needs
- Comfortable working in a relatively small, ambitious, and growing organization (with the opportunities and challenges that come with that)
- A strategic operator, with the ability to find opportunities proactively and solve problems independently
- Open to give and receive feedback and contribute to maintaining a high-performance culture
- A genuine commitment to Tent's mission and values, and a belief in the power of business and power of marketing to drive long-term social change
- A hard worker willing to go above and beyond to deliver high-quality work
- A positive, energetic, and collaborative mindset

Tent is an equal opportunity employer. Tent will not discriminate against any applicant for employment on any basis including, but not limited to: race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, marital status, predisposing genetic characteristics and genetic information, or any other classification protected by federal, state and local laws. We are dedicated to ensuring that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Please contact us to request accommodation.