



Brand Relations Specialist

Position Description

Job Location	Lake Oswego, OR
Position Status	Full-time
Education	Bachelor's degree in Business, Economics, or similar

Position Purpose

LightSpeed Aviation is seeking a creative, relational, analytical, and passionate individual to join our growing team. The Brand Relations Specialist will work closely with the EVP of Marketing to recruit, inspire and motivate fans of the LightSpeed Brand to share their passion for the LightSpeed Brand. These activities span the platforms of advocacy, influencer, and ambassador marketing programs, social media, and community management. The incumbent will create and manage relationships with brand champions, influencers and other friends of the company, and support how the brand comes to life through promotional activity, social media, and live events.

Nature and scope

The Brand Relations Specialist is a key member of the marketing and sales team, reporting to the EVP of Marketing and Corporate Development.

The person in this position will have the ability to think strategically and to create, manage and analyze relationship based marketing programs. Drivers for success will include a robust understanding of how to maximize social media platforms at the brand level with an insatiable curiosity to evolve the brand's effectiveness as the platforms evolve. The Brand Relations Specialist will also have the natural ability to reach out and develop relationships with current influencers, sponsorees, and ambassadors, and to identify new ones. The person in this role will have strong quantitative skills and will identify and use a variety of dashboards and reporting tools to directly impact and multiply the outcome of their efforts.

Responsibilities:

Community development and nurturing

- Drive the growth and measurement of LightSpeed Aviation's influencer marketing programs

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- Produce regular digital, social, and personal engagement with Lightspeed Brand Ambassadors, Sponsees, and members of the brand advocacy team
- Identify candidates for the elite Lightspeed Brand Ambassador and influencer marketing teams and manage the appearance schedule and logistics of their efforts
- Develop rapport, create engagement programs, and leverage the investment with Lightspeed sponsees, reporting on metrics and ROI

Social Media growth and reach

- Lead development and execution of social media strategies, campaigns, content, scheduling, and analysis
- Create, curate and manage social content with a consistent brand voice

Qualifications:

Required:

- Superior social and relationship building skills
- Highly data-driven, with an aptitude for and interest in working with data to continuously improve marketing programs, improve engagement metrics and deliver upon overall company goals and metrics
- Strong organizational skills
- Demonstrated capability for creating innovative ways to engage with individuals in person and online
- Strong qualitative and quantitative analytical skills
- Excellent verbal and written communication skills
- Ability to form a plan or strategy from gathered data
- Polished presentation skills
- Proven fluency with all social media platforms and the ability to “think like a brand” on social media strategy and execution
- Insatiable desire to learn and try new things
- Ability to identify social media influencers and trends

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Preferred

- Understanding and experience with brand and marketing campaign development
- Passionate and knowledgeable about the recreational aviation, military, outdoor, or automotive industries

About Lightspeed Aviation

Entrepreneurial and customer-obsessed, Lightspeed has become a leader in the field of wearable technology for pilots by operating with a simple strategy: know your customer well and remain committed to relentless product evolution that expands performance to the edge of technological possibilities. This approach allowed Lightspeed to enter the aviation headset market already the innovation leader and allows us to set the standard for what is possible in the categories in which we compete. It's also a big part of why Lightspeed enjoys tremendous brand loyalty and is a company respected around the globe for its expertise and integrity.

Veterans strongly encouraged to apply.

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