



**Come Join  
The  
Team!**

# BRAND CONCIERGE

## Corporate Marketing Team

- Excellent Communicator
- Client & Guest focused
- Bachelor's Degree

**The Brand Concierge, aka, "BC" is the first point of contact for all visitors at Glen Raven and will be key in shaping the guest experience directly linking to company perception.** The position is a very high profile role welcoming various stakeholders, team members and delegates from around the globe to our Corporate headquarters. This person needs to have strong verbal and written communication skills, be confident when welcoming visitors and gracious to all guests. The BC will provide tours of the Link building and its assets, full Glen Raven campus as needed and be expected to become fluent in Glen Raven history, vision, purpose, locations, values and general products and services. They need to be professional in appearance, knowledgeable of trends and current events and be able to articulate them....adding value to client conversations and interactions.

The BC is a strong communicator that leads by example, can help rally a team and supports our vision for the future. They are also passionate about supporting a world class team.....for example, employee engagement and innovation programs.

Equally as important as executing on the brand experience, the BC's responsibilities are rooted in service leadership. They will research and quickly become knowledgeable of guests arriving on site to help create a more engaging experience. They will partner with the Glen Raven host to execute on all areas of creating a positive brand experience: Tour of campus, escort to host's office, charge devices or arrange car service, store luggage, etc. A gracious host is at the root of establishing and building relationships which is core to Glen Raven.

They will be confident and become literate in the Envoy guest system and support guests as needed for registering on campus. As well, can run reports, evaluate data for general reporting use, safety needs and CRM input. The little things matter so being detail oriented and organized is important.

The ideal candidate would have a marketing/creative/communication education. Photography skills, content development, copy writing and/or fluency in a second language beyond English is also a bonus.

As a member of the Glen Raven Brand team, you will be part of a team which produces employee communications, programs and events for both customers, associates and other stakeholders. You will work with members of the team to support and evolve this work through creative contributions that inspire, inform and engage all stakeholders. Beyond the core team, you will also collaborate with internal partners as needed across functions and geographies.

You are quick-witted, entrepreneurial and intellectually curious. To succeed in this role, you are willing to try new things and can manage numerous projects with tight deadlines. Things can happen quickly at Glen Raven, and to do great work, you need to be an enthusiastic team player who can work cross-functionally and beyond.

## EXPERIENCE & SKILLSETS

**You're a strong communicator** - You communicate and lead by example. You rally our team and communicate clearly and effectively to executive leaders, guests of varying backgrounds and team members world-wide. Strong communication extends to superior written and verbal communication skills. Communication is key in establishing a new position and process.

**You're a creative and a change agent** - You have a vision for the future, will contribute creative ideas to support, promote and champion initiatives that positively impact our organization.

**You're a team player** - You work well with a team and fostering strong workplace relationships is important to you. You're passionate about what you do and have enthusiasm for progressing a world-class team

**You own the full brand experience**- You are a self-starter, resourceful and do what it takes to get the job done, owning every detail of the brand experience.

**You're process-oriented** - In a new position, you understand the importance of establishing process and you have experience creating, implementing and training others on processes while also balancing process with a fluid mindset.

**You're detail-oriented and organized** - The little things matter to you. You pay attention to the smallest details and anticipate needs in order to be a gracious host while elevating brand value.

**You're analytical** - You recognize and assess trends and have the ability to stay in front of them

**You're effective** - You respond with a sense of urgency to immediate needs. Understand the directives and requirements of projects and adapt well to changing priorities.

**You're professional**: You demonstrate a professional demeanor and add value to guest interactions and conversations.

**You're eager** - The thought of taking on new challenges and responsibilities excites you - you believe knowledge is power and actively develop and seek out new skills and share that knowledge with your team

**You're tech savvy**- You embrace technology and continually look for ways to improve and develop the brand experience through its use.

## YOUR RESPONSIBILITIES

- Support and execute the delivery of an exceptional brand experience with our guests
- Engage guests in Glen Raven brand through campus tours, as appropriate, current news, trends, events
- Become fluent in Glen Raven history, vision, purpose, global footprint and values in order to represent and articulate
- Learn and be able to speak knowledgeably of products, services, markets and processes (in broad terms)
- Research and have awareness of organizations arriving on campus
- Partner with Glen Raven host to execute on visitor details, needs during visit
- Receive and register guests with Envoy service system
- Generate and run Envoy reports as needed
- Provide details and information of visit to relevant CRM entries
- Serve as point of contact for The Link and all brand assets included ( Concept Gallery, Studio, lab and

## **YOUR RESPONSIBILITIES** - continued

- Support corporate brand team in development and coordination of Glen Raven brand programs/ initiatives both internally and externally (Glen Raven 3.0 Innovation platform, Coffee Talk, Concept Gallery, Studio, Innovation events, etc. )
- Support social media content to enhance our online presence & further organizational goals
- Create marketing presentations
- Live and breathe company culture and demonstrate the Glen Raven purpose and ethos.

## **OUR COMMITMENT TO YOU**

Our best-in-class product & services offering is the direct result of a best-in-class team. We're intensely committed to hard work and collaboration. We innovate, reinvent and recreate to keep our products, and most importantly our team, ahead of the curve.

## **WHAT YOU CAN EXPECT FROM US**

- Commitment to your growth and your career
- Competitive salary
- Benefits; including health, dental and vision insurance
- Paid parental leave
- 401K with company match

### **Minimum qualifications:**

- Bachelor's degree

### **Preferred qualifications:**

- Communications/Creative/Marketing/English Education
- Customer or Guest Relations Experience
- Proficient in Mac OS
- Proficient in Microsoft Office Suite
- Confidence utilizing and troubleshooting office technology
- Social Media proficiency
- Event, program planning