



Job Announcement

Brand Manager

Date Posted 8/19/26

Huwa Enterprises is a nationally renowned land reclamation and restoration company, that has successfully reclaimed over 3.5 million acres of land across 44 states in the US. We use innovative approaches based in science and environmentally sound practices in our work, and we continue to innovate as we partner with clients in specialty areas such as land reclamation, renewable energy, civil infrastructure, and natural disaster recovery, all using the most advanced tools in science and technology to do so. The Brand Manager position is described below.

Position: Brand Manager

Department: Marketing

Reports to: Director of Marketing

Classification: Full-Time, Exempt

Travel: Occasional travel to project sites, company locations, and events

Position Summary

The Brand Manager is responsible for protecting and growing the company's brand across all divisions. This role supports brand strategy, marketing campaigns, digital communications, promotional merchandise, and visual brand consistency while ensuring every customer, employee, and community touchpoint reflects the company's identity and values.

The Brand Manager works collaboratively across departments to understand business needs and ensure each department has the appropriate branded materials, promotional merchandise, and marketing resources necessary to achieve its goals.

Essential Responsibilities

Brand Strategy & Management

- Ensure consistency of brand messaging, visual identity, and customer experience across all platforms.
- Maintain and evolve the company's brand standards, style guides, and messaging framework.
- Review and approve marketing materials for brand compliance.
- Identify opportunities to strengthen brand awareness.

Marketing Campaign Management

- Coordinate campaign timelines and deliverables across multiple departments.
- Collaborate with internal stakeholders to identify branding opportunities.
- Measure campaign effectiveness and recommend improvements.

Digital Marketing & Communications

- Ensure website content and brand consistency.
- Ensure messaging remains consistent across all digital channels.

Promotional Merchandise (Swag) Management

- Develop and oversee the company's promotional merchandise strategy to support sales, recruiting, employee engagement, customer appreciation, community outreach, and brand awareness.
- Collaborate with departments across the organization to identify promotional merchandise needs and recommend products that align with business objectives.
- Design or coordinate the design of branded apparel, promotional products, giveaways, gifts, and branded collateral.
- Research, source, and manage relationships with promotional product vendors.
- Obtain quotes, review proofs, place orders, and coordinate production and delivery.
- Develop annual promotional merchandise budgets and monitor expenditures.
- Maintain inventory of branded apparel, giveaways, event materials, and marketing collateral.
- Implement inventory management processes to ensure appropriate stock levels and minimize waste.
- Coordinate distribution of promotional merchandise for events, employee onboarding, recruiting, customer visits, sales initiatives, and company programs.
- Evaluate promotional merchandise effectiveness and recommend new products that enhance the company's brand.

Cross-Department Collaboration

- Serve as a marketing liaison for departments across the organization.
- Meet regularly with department leaders to understand upcoming initiatives, events, and marketing priorities.
- Ensure departments have appropriate branded materials, promotional merchandise, signage, presentations, and marketing support.
- Coordinate marketing resources that align with departmental goals while maintaining brand consistency.
- Build strong relationships across the organization to proactively identify branding opportunities.

Creative & Brand Asset Management

- Partner with the Graphic Designer and Content Creator/Videographer to develop compelling marketing assets.
- Maintain brand templates and creative resources.
- Ensure photography, video, graphics, presentations, and collateral align with brand standards.

Other

- Perform other duties in addition to or in lieu of those described above, and any duties are subject to change at any time according to the needs of the company.

Qualifications

Education

Bachelor's degree in Marketing, Communications, Business, Public Relations, or a related field preferred. Equivalent experience may be considered.

Experience

- 3–5 years of experience in brand management, marketing, or communications.
- Experience managing integrated marketing campaigns.
- Experience coordinating cross-functional projects.
- Experience maintaining brand standards across multiple channels
- Experience managing promotional merchandise programs and vendor relationships preferred.

Knowledge, Skills & Abilities

- Strong understanding of branding and marketing strategy.
- Excellent written and verbal communication skills.
- Strong project management and organizational abilities.
- Ability to manage multiple priorities simultaneously.
- Strong relationship-building and collaboration skills.
- Vendor negotiation and budget management experience.
- Inventory management experience preferred.
- Analytical mindset with the ability to interpret marketing data.
- Creative problem-solving skills.
- High attention to detail.

Preferred Software

Proficiency with Microsoft 365, including Outlook, Teams, Excel, PowerPoint, Word, and SharePoint, as well as Canva Pro, Adobe Creative Cloud, content management systems, email marketing platforms, and marketing analytics tools.

Success Metrics

Success in this role will be measured by brand consistency across company communications, timely delivery of marketing materials, departmental satisfaction with marketing support, budget adherence, promotional merchandise inventory accuracy and availability, and effective vendor performance and cost management.

Core Competencies

Core competencies include strategic thinking, brand stewardship, collaboration, customer focus, effective communication, creativity, organization, accountability, problem-solving, continuous improvement, adaptability, and relationship management.

Work Requirements

- Normal working hours vary between 8:00 am – 5:00 pm with the expectation of a 40-hour work week,
- As necessary based on special events or other business needs, overtime may be required, including some evening or weekend work.
- Position is performed on site and based in Keenesburg, CO at the corporate office;
- Must be able to pass a pre-employment background check, which may include criminal, MVR and drug and alcohol screening.
- Must hold and maintain a driver's license, in good standing with all Company requirements.
- Must maintain a professional appearance appropriate for the anticipated activities of the day, with business casual or casual dress as the typical norm.

Salary and Benefits:

- Anticipated Hiring Wage Range: \$65,000-\$90,000 annually (depending on experience)
- Benefits: Huwa Enterprises offers a comprehensive benefit package which includes a wide array of valuable benefit options for health, dental, vision, and life in addition to many optional benefits including such things as accident, hospital indemnity, EAP (employee assistance program), legal, pet insurance and others.

To Apply:

- 1) Please complete the online application form at [Huwaenterprises.com/careers](https://huwaenterprises.com/careers).
- 2) Please also submit a detailed resume and a cover letter addressing the position requirements, along with three (3) professional references, which should include current or former supervisors to: HR@HuwaEnterprises.com.

This position will remain open until it is filled, and reviews of qualified applicants will begin immediately upon receipt.

You may contact Human Resources with any questions by e-mailing HR@HuwaEnterprises.com.

Notice to All Applicants:

- 1) Proof of eligibility to work is required to be produced within three (3) days of hire; 2) Direct Deposit is a condition of employment; 3) Applicants may be required to complete a successful background check prior to employment, including but not limited to drug screening and MVR, depending upon the duties of the position; 4) Requests for ADA reasonable accommodation in the application process can be requested by contacting HR@HuwaEnterprises.com.

Essential Functions

Work Environment:

The noise level in the work environment is typically low to moderate noise on occasion. The climate in the facility is temperate with no large temperature swings or exposure to weather. Occasional exposure to various outdoor conditions during special events or when leaving the facility for pick-ups or deliveries. Some exposure to extreme cold will occur when working in the meat freezer.

Physical Demands:

The employee must frequently lift 10-15 pounds, occasionally lift and /or move up to 25 pounds, and very occasionally 50 pounds or slightly more with office supplies and other items for special events. Specific vision abilities required by this job include ability to work on computer screens and with paperwork with typical font sizes a large portion of the day. Must be able to hear and verbally communicate while operating the switchboard and staffing the front office. Must be able to receive information, retain directions and put those directives into action to accomplish work tasks. While performing the duties of this Job, the employee is generally seated but will have need to frequently move around the office, both indoors and out. Must be able to bend, kneel, crouch, crawl and climb occasionally for this role.

Huwa Enterprises is an Equal Opportunity Employer:

It is the Company's policy to provide equal employment opportunities for all applicants and employees. The company prohibits all forms of discrimination and harassment including those that violate federal and state law. The company does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, physical or mental disability, veteran status, pregnancy status, religion, genetic information, marital status, gender identity, or sexual orientation in its employment practices and activities. To report any concerns or complaints, you may contact Human Resources at HR@HuwaEnterprises.com.