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# Example of Brand Assistant Job Description

Our innovative and growing company is hiring for a brand assistant. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for brand assistant

* Gather, organize and keep track of all samples needed for each campaign photo shoot from the style-out through post-production
* In partnership with Merchants, maintain up-to-date product knowledge for all categories during each season
* Participate in seasonal planning meetings with merchandising, buying, and ecom to develop seasonal asset development strategies
* Partner with creative team to create detailed shot list of products featured in each campaign
* Partner with international marketing team to understand international campaign needs and product investments
* Work closely with the creative team to execute campaign retouching and post-production, acting as marketing’s product “expert”
* Compile all product copy, pricing & store listing information for direct mail collateral
* Attend local campaign photo shoots where appropriate
* Attend weekly status meetings with creative operations team
* Keep abreast of competitor campaigns and contribute relevant examples to weekly newsletter

## Qualifications for brand assistant

* Drives Innovative Business Improvements (Limited)
* Balances Immediate and Long-Term Priorities (Limited)
* Revenue management / OBPPC (understand channel, pack, price dynamics, ) (Competent)
* Understand how to leverage & best manage agencies (briefs, leading, evaluations, ) (Proficient)
* Good interpersonal skills, ability to function in a fast-paced environment
* The right person for this job will be confident, 100% reliable, accept responsibility, work well underpressure, and be able to handle assignments from multiple managers