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# Example of Brand Communications Job Description

Our innovative and growing company is searching for experienced candidates for the position of brand communications. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for brand communications

* Own brand research and benchmarking, track and evaluate competitive brands, assess brand strategy around new market entry and/or M&A
* Manage the company’s naming architecture and strategy, working across businesses to drive alignment
* Develop and manage brand agency engagements and partnerships
* Manage resource and budget to deliver strong results on time
* Establish and run Global Brand Council across businesses and regions
* Manage multiple direct reports and key agency relationships
* Pro-actively look for process improvement opportunities by challenging existing processes, proposing solutions, driving approved implementation plan to advance team capabilities, improve internal efficiencies and drive toward continued best-in-class functional leadership
* Lead in strategic planning phase of the brand communication activities for the US in close collaboration with the Sr
* Lead in the planning, briefing and optimization of all US media plans and partnerships
* Responsible for driving the creation of a comprehensive multidimensional brand communication plan to be used to inform all brand activation interphases (campaigns, in-store, EIM , newsrooms, .com, sports marketing)

## Qualifications for brand communications

* Proven ad agency and vendor relationship experience
* Thorough understanding of sales organizations and cultures
* Creative consultative approach in working with lines of business
* Pull out reports from adobe analytics and adapt them to make them relevant for FTEs and PMs for adidas senior management
* Passion for Broadcasting/Media (particularly an interest in film and/or TV) with a desire to develop a career in Marketing, PR, Communications or Brand Management
* Analytical with outstanding attention to detail, excellent organisational skills