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# Example of Brand Coordinator Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of brand coordinator. 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 coordinator

* Experience working in a large organization that focuses on customer and brand
* Write engaging emails and subject lines
* Write SMS and push notifications
* Edit marketing collateral
* Stay up-to-date on fashion trends and terminology
* Perform and and present competitive research on product descriptions
* Monthly update of status reports
* Accurate input of information onto Royalty Zone
* Comp shopping and Licensees at retail
* Coordinate meetings, appointments, off-sites and events for the Department

## Qualifications for brand coordinator

* Must be able to collaborate with others and work across multiple departments effectively
* Physical requirements may require the ability to lift up to 50 lbs
* Researching new business opportunities and generating leads
* Cold calling prospects / developing new relationships
* Some art/merchandising experience preferred
* 2+ years in product, sales or specialty retail marketing preferred