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# Example of Brand Director Job Description

Our company is looking for a brand director. 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 director

* Listening, challenging, hearing, and translating creative needs and information into strategic concepts
* Leading the unified process of marketing/merchandising/creative at the brand level
* Leading the unified creative process of concept/design/execution for all deliverables
* Learning, monitoring, studying and understanding the creative marketplace
* Making decisions on a daily basis that ensure creative quality and manage approvals
* Influencing the activities, growth and professional development of the creative team
* Develop, lead and implement the Frigidaire brand strategy
* Develop 3-year strategic brand plan, including overarching brand portfolio and innovation strategy for the brands
* Own brand architecture and upkeep of brand value proposition and brand story
* Provide brand strategic frontloading inputs to Product Lines to develop compelling products, accessories and services based on consumer insights as part of innovation triangle and development process

## Qualifications for brand director

* A passion for video gaming and the WoW franchise
* BA required, Creative Writing or English major preferred
* 5+ years of previous experience as a copywriter within a well-regarded design studio or creative agency - Retail/Fashion industry preferred
* Well rounded portfolio with advertising, digital and direct-to-consumer experience
* Excellent conceptual skill with sensitivity to graphic design, copy fitting and typography
* Expert editing and proofreading skills