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# Example of Brand Director Job Description

Our innovative and growing company is searching for experienced candidates for the position of brand director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand director

* Drive the editorial and production calendar to align with campaign strategies, local market needs and deliver a consistent drumbeat of compelling stories and assets
* Collaborate closely with Product Marketing, Sales, Field Marketing, Campaign owners and other internal stakeholders to tell the brand story to our customer segments
* Collaborate closely Content Marketing, Field Marketing, Event Marketing, Product Marketing and stakeholders to deliver creative assets for campaign, programs, content, events and materials
* Build a center of excellence for the creation and production of high quality assets, setting standards copy guide standards, proofreading and other quality controls
* Coordinate the measurement of campaign success and recommend optimization for future initiatives
* Proactive support for sales channel that assists in growing the business
* Coordinate all aspects of the development of brand initiatives including developing and managing project plans, assembling and managing cross-functional teams, developing and executing consumer and/or operational testing, negotiating with vendors, and developing enforcement/measurement mechanisms
* Oversee and provide growth opportunities for a group of project directors and/or managers
* Assist brand strategists in presenting and fielding questions about brand initiatives at franchisee meetings including franchisee association meetings, fall regionals and convention
* Lead global teams in brand marketing best practices

## Qualifications for brand director

* Fluent English, native Mandarin
* Proper brand strategy experience, including messaging, brand identity, value prop, work
* Minimum 3 years of relevant professional marketing communications experience with emphasis on hospitality and/or university sector
* Fluent in Thai & English with superior verbal and written communication skills
* 5-7 years of E-Commerce experience leading creative and brand management
* Bachelor’s Degree in Graphic Arts, Fine Arts, Visual Communications, Advertising or related field