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# Example of Brand Executive Job Description

Our growing company is looking for a brand executive. 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 executive

* Serve as the toy category expert (across Core, E&E, Seasonal, and Learning) for Marketing and prioritize merchandising initiatives (in partnership with GMM), serve as the key marketing contact for cross functional teams
* Manage agency and cross functional teams (across Marketing, Merchandising, PR, Store Ops) the ability to interact effectively with senior levels at TRU and with our partners
* Proactively identify and highlight issues, threats and opportunities
* Effectively communicate outputs to engage audiences and enable the organisation to derive maximum benefit and ensure actions are taken
* Develop and manage a quarterly & yearly plan for brand & campaign tracking to meet the organisation’s needs and ensure rigorous evaluation of brand and campaign performance
* Manage research agencies for brand and campaign tracking
* Review agency performance periodically, giving constructive feedback to build and maintain high standards
* Produce and distribute departmental communications, correspondence memos, letters and forms take and publish notes as required
* Coordinate printing, review and mailing of quarterly board books to our Audit and Finance Committee
* Process, prioritize and distribute daily mail, email

## Qualifications for brand executive

* Ability to interact with staff at all levels under pressure, proactive, resourceful and efficiently, with a high level of professionalism and sense of confidentiality
* Assigned Agencies results and YTY growth
* Assigned clients results and YTY growth
* These assignments done at start of the year may change
* Obtain President signature as needed and approves invoices
* Manage the appointment calendar, corporate calendar and department calendar