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# Example of Brand Strategist Job Description

Our company is growing rapidly and is looking to fill the role of brand strategist. 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 strategist

* Support and participate in property/vendor status calls, meetings and discussions as needed to move the sponsorships forward
* Create strategic roadmaps for each sponsorship, ensuring consistent messaging supports overall company objectives
* Assist in sponsorship contract renewals and facilitate engagements with legal, supply chain and accounting
* Manage agency, partnership and vendor relationships
* Collaborate with other departments to ensure products, services and programs are incorporated into messaging
* Oversee and management of budgets including estimates, invoices, media trafficking, and business planning
* Advise and inform manager on all sports sponsorship events, activations and creative
* Research and uncover metrics and data points that will track ROI and engagement levels
* Great Big Story, the global video storyteller for the intellectually curious, currently has an opening for a Brand Strategist to help lead our brand partnerships in the Midwest
* This position will report to the SVP, Sales and Brand Strategy

## Qualifications for brand strategist

* Prospecting new clients, including the ability to qualify and close new accounts
* Effectively prepare for and manage business meetings
* Strategically and creatively build pipeline and maintain a high level of activity
* Host online, phone and in-person presentations
* Provide prompt phone/email follow up to all inbound inquiries and properly document and track activity
* Build, maintain and develop knowledge to become an expert on social media, content Marketing, mobile and digital video