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# Example of Brand Strategy Job Description

Our growing company is looking for a brand strategy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand strategy

* Ensure brand decisions are informed by consumer macro trends, customer metrics and business imperatives to make our brand offering more attractive and attention-grabbing
* Help build Brand understanding, grounded in the consumer, across the organization
* Provide actionable insights to help inform strategy and drive informed business decision making from consumer research, performance tracking, trend tracking and competitive intelligence
* Perform ad hoc quantitative and qualitative analyses to support the development of global brand strategy, leveraging insights across all aspects of business (consumer, market, competitive, brand, channel )
* Train the Brand Ventures Sales Team in utilization of new, industry-leading proprietary consumer research tools launching in 2017
* Efficiently and effectively execute breakthrough marketing strategies through integrated multi-channel campaigns (email/direct mail, online, social, video)
* Evaluate media buys/schedules and added value media opportunities the results of campaign initiatives
* Lead the Barclays/AAdvantage business efforts to onboard, engage, and retain existing card members, as demonstrated by increased card member spending
* Responsible for portfolio marketing, promotions and engagement initiatives, sales growth and upgrade efforts, high value card member events and experiences, and their associated marketing plans and budgets
* Lead existing card member experiential design in Barclays and American channels with a focus on portfolio and product benefit analysis and enhancements

## Qualifications for brand strategy

* Self-starter with an enthusiastic and keen desire to learn brand strategy at a deeper level
* Strong ability and knowledge of general marketing, advertising, finance/budgets, use of social media tools
* 10+ years' experience in blue-chip advertising and brand marketing, possibly as an Account Director or Brand Planner at a leading advertising agency or corporate
* Strong advertising and brand strategy focus
* Demonstrated expertise in bringing digital and traditional marketing together to achieve business goals
* Experience launching awareness/growth-driving integrated marketing campaigns, including digital marketing experience across multiple channels