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# Example of VP, Brand Job Description

Our innovative and growing company is hiring for a VP, brand. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for VP, brand

* Understand competitive landscape, keeping current with trends and opportunities for the business and proactively addressing any identified concerns
* Cultivate and maintain key relationships with brand marketing executives, media buyers, produce placement agencies and independent contractors, to create opportunities for the label and our artists
* Oversee consistent brand on property campaign, on-property guest events and cross-channel strategy, including final creative approval for brand campaigns
* Manage and communicate Property Master Planning with assessment of Capex required
* Review GEM reports and translate data into insights and actions
* Recommend changes to Corporate and Property partners to improve the holistic guest journey based on research and input from the Director/Executive Director Brand Strategy
* Advise and provide input in property business decisions requiring brand knowledge
* Recommend continuous innovation opportunities to Corporate, to media group on paid media strategies and strategy around Partnership and Entertainment
* Sets long term global strategy in conjunction with lead market brand team
* Work with non-lead markets brand teams to migrate brand strategy to unified vision over time

## Qualifications for VP, brand

* Excellent negotiation and presentation skills, with the ability to distill information and make recommendations clearly and succinctly to
* A polished presence with communication skills and persuasiveness to be the storyteller who can concisely deliver the pitch and the value proposition
* Willing to lay the groundwork for a sale that may have a longer cycle
* Ability to leverage the strengths of his/her team while personally supporting and enabling others to succeed
* Excellent negotiation and presentation skills, with the ability to distill information and make recommendations clearly
* And succinctly to internal stakeholders