Downloaded from <https://www.velvetjobs.com/job-descriptions/vp-brand>

# Example of VP, Brand Job Description

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

## Responsibilities for VP, brand

* Shared accountabilities according to RACI for Global brand managemen
* Identify, evaluate, structure, negotiate and manage strategic licensing partnerships and business opportunities
* Develop business plans for partnerships including goals, timing, revenue and profit expectations
* Work across internal stakeholder groups (including sales, marketing, editorial, product and finance) to build support and consensus for new business initiatives and licensing opportunities
* Manages multiple sub-functions within the WBN marketing team including Marketing Strategy, Sales Support/Marketing Activation and Sales Enablement
* Responsible for the creation of and end-to-end management of WBN go to market strategy and oversees the end to end customer experience
* Leads the team to activate the marketing strategy
* Increases sales effectiveness and productivity by providing ongoing training and development for Sales and Client Services colleagues
* Lead and develop integrated marketing plans that will drive subscriber acquisition while building our brand
* Work closely with SVP/General Manager to create new brand campaign for end of year launch

## Qualifications for VP, brand

* Deep network with close relationships to high-level decision makers at brands and key digital video agencies
* A polished presence with communication skills and persuasiveness to be the
* Storyteller who can concisely deliver the pitch and the value proposition
* Be a client leader
* Financial Services and/or Technology background
* Strong experience in leading content development teams and driving research and to produce signature research and thought leadership materials that drive and integrate with sales and marketing programs