



# Example of Brand & Communication Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our growing company is searching for experienced candidates for the position of brand & communication. 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 brand & communication

- Create the vision and execute a global strategy for executive communications, thought leadership, events and PR in order to raise brand awareness
- Coordination of the project until the implementation
- Control and execution of the product showroom (product seeding)
- Brief and execution of special activation projects with PR/communication agencies
- Management of the PR intern in charge mainly of the product showroom control (samples, product replacement...)
- Day to day reception of media and influencers
- Lead & Coordinate activation reporting
- Brand Space budget control
- Identifies communication opportunities, opportunities for Co-ops & Co-branding
- To supervise intern in the writing, editing and translation of press materials locally, working process

## Qualifications for brand & communication

- Excellent abilities to design presentations and articulate recommendations
- Proven experience of Web Content Management
- Fundamental working knowledge of Technology & Internal communications

- Familiarity with a wide range of communication channels & mechanisms (email, digital, video, etc)
- Cooperates with superior & HR in all pay decisions regarding subordinates