



# Example of Brand & Communication Job Description

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Our innovative and growing company is searching for experienced candidates for the position of brand & communication. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand & communication

- Coordination with external and internal teams
- Relationship with Key Stakeholders
- Contribute to the regional and social media strategy as it relates to building brand in the US and globally
- Leverage external channels to communicate RBCCM's key messages and demonstrate our thought leadership and philanthropic initiatives, specifically through LinkedIn
- Communicate with the businesses so they are effectively engaged in cross platform activities
- Ensure client engagement that derives from our sponsorships / partnerships are effectively executed and costs are monitored and controlled
- Help define the overall objectives and goals each year for the US Brand Plan
- Participate in the development of our brand positioning and the market messaging created to support this positioning
- Responsible for supporting all the MS Office work to proposal team, format PPT and word documents with tight deadlines
- Handle ad hoc and urgent design request for proposals, polish high level presentation with an innovative approach

## Qualifications for brand & communication

- Working experience as editor in financial institutions or on financial services industry business documents is preferable

- Experienced in managing the implementation of PR plans, campaigns, event, press conference
- Fluent English-language copywriting skills (interviews will be held in English)
- Good proficiency with Microsoft Office programs