



# Example of Brand & Communication Job Description

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Our innovative and growing company is hiring for a brand & communication. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for brand & communication

- Conducts research on campaigns, events and grand
- Act as the lead collaborator with key functional areas within marketing other internal departments as needed including category, merchandising, retail operations, store development and sourcing to ensure our in-store strategy is coming to life strategically
- Create and maintain in-store communication project timelines
- Build up a common set of practices, principles and templates for managing and follow up projects within the Marketing Communication & Public Relations function
- Have ownership of master project plan for Marketing Communications & Public Relations function
- Work with planning and analytics for the function - KPI's
- Work as Project manager of global communications and brand project and productions
- Create presentation material and other key material for the function
- Work with the functions financial matters incl
- Create and manage written, photographic, interactive and video content on our social networks

## Qualifications for brand & communication

- Work as part of a multi-disciplinary team, stimulating the creative process

- Confidently communicate and strongly articulate your and the team's creative propositions, both clearly and persuasively at an individual and group level
- Collaborate with your assigned program and project managers and contribute to all proposals, scheduling and assigning of team members to appropriate projects
- Exceptional synthesis and analytical skills with consumer research and insights. Expertise in crafting brand strategy and communication elements (positioning statements, brand architectures, taglines)
- Minimum 8 years of relevant experiences in brand & advertising
- Extensive experience in a strategic marketing and brand leadership function with proven ability to evaluate and develop results focused strategies