



Example of Brand & Communication Job Description

Powered by www.VelvetJobs.com

Our company is looking for a brand & communication. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for brand & communication

- Build strong relationships with press, analysts, industry influencers and other external stakeholders
- Provide thought leadership to grow and structure our communication team
- Provide strategic leadership and develop briefs and advertising / communication plans for the categories seasonal brand initiatives and special projects tied to the category and local strategies in Turkey
- Organize innovative storytelling across multiple categories and manage multiple projects at the same time
- Responsible for maximizing advertising objectives
- Reviews effectiveness of advertising efforts
- Adaptation and roll-out of global concepts and campaigns
- Deliver Brand content that is inspirational, enriching, insightful, hyper local and entertaining that connects the consumer with the brand in Turkey
- Works with cross-functional leaders, product managers, segment managers and subject matter experts across the organization to create and implement integrated marketing and/or communications programs
- Positions products and services (in conjunction with segment owners and subject matter experts) to various customer audiences, including strategic accounts, government, automotive and Kent's and Lawson's general customer base

Qualifications for brand & communication

- Digital/online media knowledge

- Availability to travel 50% of your time
- Bachelor's Degree in Information Technology or Business or Statistics or Laws
- Computer savvy with working knowledge of Access and advanced knowledge of Excel