



# Example of Brand Design Job Description

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Our innovative and growing company is hiring for a brand design. 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 design

- Some formatting requirements for white papers, regulatory documents
- Protect brand integrity and fit consistency through industry research and provide recommendation to define physical brand body that delivers consumers' fit expectations
- Sign off on divisional block development, sizing, grade rules and fit camps
- Develop a strategic plan to conduct competitive fit deep dives that support Long Range Plan growth categories for each division to maintain fit, sizing and construction relevant to the marketplace
- Collaborate with Global International Sourcing (GIS) and Production on expansion of global vendor, mill and supply base – troubleshooting, educating, and understanding factory capabilities
- Support the global vision and business strategy for cross-functional teams, recommending strategies to be leveraged across divisions and departments driving for continual improvement and innovation
- Partner with Marketing, Online and Store Operations in the development of an omni-channel fit intent communication
- Provide strategic direction to Consumer Insights team on brand quality research initiatives and ensure appropriate support and participation is provided for product quality explorations, analyze results and provide recommend next steps from a technical point of view
- Ensure metrics are maintained and analyzed to support headcount alignment with current and future business needs

## Qualifications for brand design

- Minimum of 6 years of art direction experience in editorial, fashion or advertising/branding agency environment
- Deep understanding of North American distribution(FSS, Department stores, Specialty Multi)and Retailers
- Creativity and open-mindedness to Contemporary Art world
- Strong Communication skills to articulate ideas and concepts through quality execution of 3D/2D renderings
- Proactive, organized and detail oriented with strong understanding of brand codes/materials
- Strong interest in the various practice areas of design, including concepting, composition, typography