



## Example of Brand Partnerships Job Description

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Our company is searching for experienced candidates for the position of brand partnerships. 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 partnerships

- Responsible for project management details once a program is signed, which often includes vendor and budget management
- Work cross-functionally with marketing, product, digital, and legal teams to determine feasibility and costs of concepts, securing alignment and approvals
- Work with EA trade marketing teams to develop brand programs with retail partners and analyze effectiveness
- Work with internal and client side teams to create social media plans, and monitor promotion-related posts on social channels
- Handle account management with select brand partners and EA franchises
- Identify important marketplace trends by researching industries/technologies and tracking companies, to develop innovative consumer-friendly programs
- Develop new brand/advertiser business and manage existing entertainment client relationships to generate revenue
- Assist the Director of Promotions, Marketing and Brands Partnerships with various administrative and clerical tasks
- Write sales plans related to promotions and brand partnerships
- Coordinate said plans and follow up with employees involved at the station

### Qualifications for brand partnerships

- At least 6 Years of experience in Marketing within an agency or corporate environment, with focus in the areas of direct response marketing, brand

- At least 4 Years of experience utilizing consumer research to uncover consumer behavior / attitude insights
- At least 2 years of experience interfacing with external clients / partners
- Innovation experience developing strategic consumer value propositions
- Multi-channel marketing campaign and communications development experience, including digital and off-line
- 2 years of experience in customer lifecycle marketing