



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

- On-going analysis of program results (quantitative and qualitative), proactively identifying any issues/opportunities and activating upon recommendations
- Creation and presentation of post-analysis, assisting in development of repeat business opportunities
- Assist our Affinity Partnerships team as necessary with the creation of revenue-generating materials and ideas
- Create events designed to highlight the talent of our artists to prospective partners
- Develop, execute and analyze credit card marketing campaigns and initiatives to ensure revenue and profit optimization to support the growth of the Barclays/AAdvantage co-brand card program
- Conduct detailed review of bank marketing collateral and liaises with internal parties to provide feedback on legal and strategic fit to ensure compliance
- Utilize data mining, CRM, customer research and analysis to understand transactional trends and opportunities to be leveraged for the development of new products and benefits
- Work on quantitative and qualitative analysis for projects, development of recommendations, written and/or oral presentations of those recommendations to senior management
- Develop and lead reporting efforts for the Barclays/AAdvantage co-brand card program

launch, tracking impact of new benefits

Qualifications for brand partnerships

- Experience in the field of media is an asset
- The BP&I Intern will be exposed to a variety of different topics, ranging from concept ideation for potential advertisers, to original content production, having the opportunity to attend actual pitch meetings
- This position requires a thorough knowledge and experience in developing and implementing digital strategies in a media environment
- YouTube Audience Growth Certification is considered a plus
- Diverse item merchant buying and retail category management experience (5-7 years)
- Experience leading a skilled and dynamic team in a fast-paced environment with aggressive deadlines