



# Example of Brand Specialist Job Description

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Our growing company is looking to fill the role of brand specialist. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for brand specialist

- Point person for all media relations execution from product request fulfillments to image requests and all logistics to gain editorial coverage for the brand
- Help coordinate brand, PR, athlete photo shoots as outlined in the strategic plan
- Assist in managing marketing initiatives and projects to comply with strategic, creative, budget and timing parameters
- Help to manage production across all VCI marketing channels – Digital, Print, and CRM
- Work with Creative Agencies to ensure objectives are met
- Help to manage project budgets, project timing, and ensure all internal stakeholders' approvals are met
- Help to manage the administrative, scope, and budget of advertising
- Coordination of advertising materials with other internal teams and positions – Sales Ops, Product, The Brands
- This position is a key point of contact for the internal teams and the various marketing teams and agencies
- An extensive amount of time will be spent on constant communication and coordination with purchasing teams – briefing, administration and paperwork, approval process

## Qualifications for brand specialist

- Minimum 10-12 years of experience with 4-5 years of relevant Unix Sales/Pre

- The location will be based out of Delhi and will be responsible for sales of Power & Mainframe in NCR region in Corporate Accounts
- You should possess proven soft sales skills and also proven Server Sales Skills either in Unix or Linux
- You would need possess the skills of working closely with Business Partners and ISVs in the region
- At least 8 years experience in Power Systems or High End Server Solutions
- Collaborate with Senior Marketing Manager to identify areas of efficiency within the budget