



Example of Director, Brand Marketing Job Description

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Our growing company is hiring for a director, brand marketing. 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 director, brand marketing

- Foster productive working relationships and interface effectively with internal and external partners
- Conceive, develop and articulate new programs, initiatives, ad products and media solutions for Sports Illustrated and GOLF
- Build compelling advertiser ideas and programs that are customized and relevant
- Work with category Sales, Planning and Client Solutions teams to identify areas for growth and new opportunities for cross-channel programs
- Collaborate with editorial on new concepts that can be brought to market and executed, to both create excitement and drive revenue
- Meet with third-party vendors to understand new tools, technologies, partnerships and products that the SI Group might leverage
- Play an integral role in the positioning of the new Sports Illustrated and FOX Sports partnership, and create unparalleled programs as part of this this franchise via digital native, editorial and innovative solutions
- Work with the Category Sales, Planning and Client Solutions teams to identify areas for growth and new opportunities for cross-channel programs
- Inspiring the organization to become faster, more agile and consumer obsessed
- Developing and inculcating brand-led processes across the organization

- A reputation for outstanding leadership, team building & recruiting
- Marketing Strategy (long and short-term)
- Creative Process Leadership and Briefing
- Marketing Vehicle Prioritization (from Advertising all the way through In-Store)
- Internal client partnership-building with product teams
- Minimum 5 years of experience with consumer and retail marketing