



# Example of VP, Brand Job Description

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Our growing company is searching for experienced candidates for the position of VP, brand. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for VP, brand

- Set the direction for the brand messaging and marketing strategy
- Will supervise organization of Brand Merchant associates
- Responsible for multiplatform marketing strategy and oversight of social team
- Provide strategic direction to Brand Creative team and creation of all marketing materials including branding, spots, advertising and other marketing materials
- As a senior leader on the HR team actively participate and take ownership of certain key cyclical activities and ensure continued process improvement in functional areas the overall employee experience
- Manage all aspects of the sales process, including
- Director Brand Merchandising
- The VP Brand Merchant will have significant influence on the color/concept and line architecture for Tommy Hilfiger
- Infuse continued passion into the day to day management of the account – and cultivate an attitude and approach that will treat every meeting and opportunity with the hunger we had on our first pitch meeting
- Hunt, identify and drive new opportunities beyond our current scope of work with the client to drive headline wins for our clients and the agency, while managing our client to existing agreed upon scopes flawlessly

## Qualifications for VP, brand

- Minimum 10 years experience in the field of marketing, publicity, promotions, consumer products or advertising required, in progressively responsible positions
- Previous experience with entertainment companies and structures is highly preferred
- Previous experience with managing big Franchise properties preferred
- Must have exceptional organizational skills in order to manage continuing flow of information and data, scheduling workflow and projects effectively
- Must have the ability to anticipate senior executive / project needs