
Position Summary

Position: Brand Coordinator
Reports to: Brand Manager
Compensation: Salary, exempt

Responsible for assisting the Brand Manager in partnering with brands directly to increase consumer awareness. Obtain and analyze consumer insight to enhance current portfolio and improve market share.

Essential Job Functions

Establish performance specifications, cost and price parameters, market complications, and sales parameters. Partner with internal team to aid in executing strategic plan.

Assist in monitoring and analyzing business performance (brand awareness, consumer response, market share, profitability, etc) and assess against strategic goals. Report to both iBEAUTHENTIC and brand leadership, as required.

Remain abreast of the competition within each geographical market and evaluate or adjust existing strategy to maintain a strong position in the market.

Assist in monitoring both consumer and market trends in addition to competitors' activities to identify opportunities. Collaborate with sales and operations teams to identify and implement solutions.

Assist in delivering internal and external presentations regarding new product introductions, marketing materials, business objectives, and communication strategies.

Ability to combine art and technology to communicate ideas through images, website design, packaging, and printed material.

Assist in coordinating and contributing to the development of communication materials such as catalogues, websites, brochures, packaging, and in-store displays.

Knowledge & Skills

Ability to professionally and effectively communicate in both oral and written format

Ability to work in a high-intensity, highly fluid, and fast-paced environment

Working knowledge of Adobe Indesign and Photoshop and other design technology tools

Aptitude to think creatively, yet logically, to solve problems

Exceptional presentation and facilitation skills

Travel required up to 7-10 days/month

High school diploma required; bachelors degree in Business Administration preferred

One to three years previous brand management experience preferred

Prolonged sitting, standing, bending, twisting. Ability to lift up to 50lbs without assistance; controlled climate

Disclaimer: This job description is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements, or working conditions associated with the job. While the job description is intended to be an accurate reflection of the role, management reserves the right to revise the job and/or require additional or alternative tasks to be performed as assigned.