

## Brand Executive

### Description

#### The primary purpose of the role:

Conduit between the client and internal teams. Work on brand projects and contribute to the creation of digital experiences. Manage work efficiently, generate ideas collaboratively with the creative team, and must have a passion for content. The Brand Executive will work with the Brand Manager and assist on different projects across multiple platforms to drive engagement and positive customer behaviour.

#### Major responsibilities & deliverables:

Ensure smooth running of an account in accordance with the instructions of the account lead, including but not limited to

- Campaign content creation and overlooking on various digital platforms like Facebook, Twitter, YouTube, Google+, Interest, Instagram
- Conducting adequate research & gathering relevant material for interactive content development
- Utilize Analytics to analyze and monitor the effectiveness of various aspects of the campaign such as community, traffic, conversations and engagements, leads and conversions
- Manage day-to-day interactions with the client and internal teams and foster good team spirit with both client and internal teams, particularly the creative department, with which they will have daily contact
- Develop skills by constantly working on different projects and taking up courses that can aid your functioning in the role
- Develop business through upselling and discovering new opportunities with existing and new clients from across industries
- Monitor digital & new media industry trends and competitor offerings to identify potential business avenues and improve current offerings that lead to better value for clients

### Skills

#### Requirements –

- This is a starter role and requires 0-2 years of experience
- Excellent written and verbal communication skills
- Bachelors's or Masters's degree in a commerce or communications discipline is preferred, but others are welcome to apply with equivalent experience
- Work experience (or internship) in a related industry/role is not mandatory but adds value
- A love for all things digital
- A strong track record of performance through academics, sports, or any other equivalent activity

### Employment Type

Full-time

### Job Location

Mumbai

### Experience

1-2 years

### Education

Bachelors's or Masters's degree in a commerce or communications discipline is preferred, but others are welcome to apply with equivalent experience

### Industry

Advertising & Marketing

### Date posted

15/09/2022