

Brand Assistant, New York

ROLES & RESPONSIBILITIES

- Administrative duties (answering phones, scheduling, expenses, booking travel etc.)
- Support onsite at events, coordination of logistics all stages of programming, coordination of retail promotions
- Assist in creating professional and client-ready presentations or excel spreadsheets
- Assist in drafting press releases, pitches, and other supporting media materials as necessary.
- Conduct business research
- Support client projects from the brainstorm/ideation phase to plan development, execution and reporting
- Work alongside partner teams within the agency as well as client partner agencies
- Contribute to monthly, project or event reporting and recaps across all clients
- Other administrative and marketing duties as needed

QUALIFICATIONS

- Bachelor's Degree, preferably in Communications, English, Public Relations or Marketing
- Exceptional interpersonal, networking, verbal, and written communications skills are a must
- Strong proficiency in Microsoft Office, including Outlook, Excel and Word
- Strong attention to detail
- Deep understanding of pop-culture
- Ability to handle multiple projects simultaneously in a high-pressure, fast-paced environment
- Proficiency in social media platforms and digital marketing
- Takes initiative and is resourceful

LEDE

THE LEDE COMPANY