

LEDE

JOB DESCRIPTION

Position: Brand Assistant
Location: New York, NY
Job Type: Full Time / Temp

BACKGROUND

The Lede Company is a dynamic, fast-growing, New York & Los Angeles based Talent, Communications/PR, and Corporate Consulting firm. The firm specializes in communications strategies across a broad spectrum of industries.

We are seeking a Brand Assistant to join the Consumer/Lifestyle Brand team, overseeing a comprehensive client roster including spirits/water, hospitality, luxury lifestyle, and consumer products. The ideal candidate thrives in a fast-paced environment, stays organized, and positive under pressure. Candidate must have excellent organizational skills and be able to adapt to multiple assignments and deadlines as well as a frequently-changing environment.

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 entertainment landscape and pop-culture as a whole
- Proficiency in social media platforms and digital marketing
- A taste-maker who is opinionated and ahead of the curve on the latest and greatest trends in pop culture
- Takes initiative and is resourceful
- Experience with broadcast booking and relationships with industry influencers a plus