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# Example of Assistant Brand Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of assistant brand manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for assistant brand manager

* Drive business analytics, forecasting, and planning functions especially in regards to the annual business planning & global line review process and long term strategic planning
* Work with Merchant team to discuss product insights and feedback on brands to identify areas to improve our go-forward performance
* Problem solve any issues that arise in a timely manner and provide effective solutions
* Responsible for marketing budget management and follow up
* Reports to Director of Marketing, Mainstream Coffee
* Primarily focused on supporting the Folgers coffee business with some specific ad hoc needs for the total SBA (all Coffee brands)
* Track competitor in-store traffic driving programs in order to keep a pulse on what’s going on in the market and remain competitive
* Develop deep expertise of the market place, retail dynamics, consumer and shopper behavior for the Nordics region
* Collaborates with functional teams and all key internal stakeholders (eg
* Coordinates the execution of sponsorship programs with both internal and external stakeholders

## Qualifications for assistant brand manager

* Stride
* Xylicrystal, local brand　‐add description of local brand, same as Recaldent
* Halls, The number 1 global candy brands, lead refreshment candy equity in Japan, utilizing global resource
* Ability to quickly identify the source of any problems that occur, and develop alternatives and a recommendation to resolve the issue
* Must have atleast 12 months experience as an assistant brand manager / junior brand manager in an FMCG environment
* Legally able to work in Colombia