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# Example of Brand Activation Manager Job Description

Our company is looking to fill the role of brand activation manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for brand activation manager

* Develops activation calendars and support plans
* Lead the execution of regional events and associated marketing strategy, working closely with the Global Events Manager to ensure global alignment
* Develop and execute marketing strategies to drive Omnichannel sell-through
* Ensure local relevance of marketing, based on local and competitor expertise
* Drive brand’s excellence at point of sale by ensuring right marketing tools, activations, and experiences are briefed and implemented
* Ensure Account Managers and management are equipped with the right sell-in tools to win at sell-in
* Serve as the marketing point of contact for key and large accounts and Account Managers
* Work with consumer activation counterpart to activate athlete and influencer portfolio at an account level
* Develop and review ROI metrics and principles to ensure commercial feasibility of all regional executions
* Work with sales to develop b2b mkt collateral to support growth goals

## Qualifications for brand activation manager

* Sound working knowledge of the FMCG and OTC trading environment
* Proficient Written and Spoken Communication skills
* Well developed Financial acumen
* Highly Creative, Energetic, Dynamic, Hardworking, Resilient
* Bachelor degree in science Pharmacy / Marketing / Business
* 5 to 7 years of marketing experience, experiential marketing preferred