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# Example of Brand Activation Job Description

Our innovative and growing company is hiring for a brand activation. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for brand activation

* Sourcing and researching new business in the on premise channel which includes bars, nightclubs and restaurants
* Managing current terms of trade agreements of these on premise accounts providing us with a competitive platform
* Coordinating our event selling initiatives ensuring a maximum return on investment
* Working closely with our field force in implementing targeted engagement activities
* Deliver training to the on premise staff
* Brief interdisciplinary departments and agencies on campaign objectives and strategies to further develop detailed plans and support local marketing teams from plan sign-off to delivery to ensure tactics are supporting the approved strategy
* Analyse information using a reporting system to monitor success of marketing campaigns through a variety of measures such as research, ROI, sell-through
* Lead both the creative and media agency of record
* Direct the media agency in execution of the media strategy through development of detailed media plans
* Lead internal Corporate Social team and integrate across agency social team to create cohesive, holistic social program that supports brand, marketing and corporate service and activation needs

## Qualifications for brand activation

* At least 10 years of brand and product management experience with proven track record
* Prior experience with FCMG, OTC and/or multi-channel are added advantage
* Analytical, team player, self-confident
* Innovative and results oriented
* Visiting Budapest headquarters on a regular basis J, otherwise working independently on managing the Activia business in Czech and Slovak, a lot working remotely with rest of the team and management
* Opportunity to get broad business experience and know-how via working on multidepartment and multinational projects (marketing, trade marketing, sales, financials, purchasing, planning, …) on both local and ECE cluster level