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# Example of Brand Development Manager Job Description

Our innovative and growing company is hiring for a brand development 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 development manager

* Work with vendors, business stakeholders, UX, and development teams to identify product features and create a prioritized product backlog
* Become the SME on their product, evaluating enhancement requests and identifying areas of improvement through collaboration with other team members, competitive analysis, and industry trends
* Manage and execute product development projects within budget and on-schedule
* Communicate project status to the Director of E-Commerce Product Strategy and Development and other stakeholders
* Develop extensive, insightful category and product plans for the brand, ensuring the brand has a meaningful long term consumer position and achieves maximum volume profit/growth
* Analyze sales data of current Transformers line at retail, competitive trends in the marketplace and seek out new consumer insights to provide analysis and make recommendations for future product and marketing development
* Execute category product development strategies that align with production strategies and division goals
* Determine monthly Co-Op Allowance accruals and submit to Accounts Receivable for posting
* Determine monthly Bonification accruals
* Lead in the creation of proposals for incoming RFPs by creating media plans to meet advertiser and category objective

## Qualifications for brand development manager

* Excellent communicator (strong written and verbal skills) with a high attention to detail
* Able to work in a fast-paced, fluid environment of entrepreneurial challenge
* Bachelor's degree in Business, Organizational, Human Resources or Communication
* Ability to plan, direct, and coordinate learning objectives and instructional strategies
* Knowledge of learning management systems and creating training and development dashboards
* Supervision of state-of-the-art development of training materials (online, live training, apps)