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# Example of Brand Management Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of brand management. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand management

* Act as a senior consultant to Canadian WM Executives, Regional Directors and Branch Managers on sponsorship strategy and contract negotiations
* Oversee the end-to-end program management of all identified and approved marketing activities
* Lead team and to build leveraging plans for all major properties, enabling appropriate extension to community, charitable, citizenship and business development activities meeting budget, business, and brand objectives
* Manage team of 2 direct reports and setting them up for success by fostering a team environment that is collaborative, while also allowing for individuals to own key pieces of their respective portfolios with a promise to coach and support through regular team and one-on-one meetings
* Assists other designers and manager or director in project briefings, presentations and project reviews with internal clients
* Assists in the development of annual operating and marketing plans
* Makes recommendations regarding product objectives and strategy, positioning, pricing, packaging, promotions and advertising
* Briefs in consumer insights and analyzes consumer research to determine new marketing and product opportunities
* Lead overall planning, management and measurement of seasonal marketing plans & promotions, including message by channel to ensure business and brand objectives are met
* Plays a key role for all business partners as their Brand Management expert, displaying a deep understanding of business and customer diagnostics

## Qualifications for brand management

* Experience working in a fast paced retail focused environment, a plus
* Strong proficiency in Word, Excel, and PowerPoint needed
* Passionate to learn and gain exposure to brand building/ brand management business
* Minimum of 1 year of work experience in Business Analysis or Finance
* 1-2 years’ experience in marketing, social media, publishing, or similar
* Excellent problem solving and analytical skills including the ability to seek out information and ask questions