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# Example of Brand Management Job Description

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

## Responsibilities for brand management

* Develop understanding of each market’s business and marketing objectives, and identify and communicate ideas and opportunities from around the world to support those objectives
* Own Category Voice & Positioning– Lead a cross-functional team with members from Apparel, Footwear, Accessories, Sales and other functional areas to create a clear positioning strategy, consumer focus and 3-year strategic plan for the category
* Develop understanding of the North America business and objectives, and identify and communicate ideas and opportunities to support those objectives
* Works closely with the sales force to identify sales needs and eliminate obstacles
* Uphold Stanford’s reputation by developing marketing and branding strategies that support its mission
* Oversee the use of the university name and marks in collaboration with the Office of Trademark Licensing
* Implement the university name-use guidelines, including the review of film and television scripts that use the Stanford name
* Manage the university response to numerous rankings surveys
* Assist the media relations staff in responding to requests for university data
* Assist the media relations staff in monitoring on-campus compliance with university film and photography policies

## Qualifications for brand management

* Must have a reliable and consistent attendance history
* Ability to read and write in both Mandarin and English
* Knowledge of external systems and software (The Internet, Microsoft Office - Outlook, Word Excel, Visio)
* Ability to communicate effectively via telephone by utilizing active listening and clearly speaking to customer
* Minimum 10 years brand management/promotions/brand advertising/sponsorship experience
* Strategic and analytical attributes combined with marketing and management skills required to develop brand and media vision, goals, strategies, and execution plans