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# Example of Brand Management Job Description

Our company is growing rapidly and is looking for a brand management. 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 management

* Create and manage the execution of communication strategies which leverage the brand strategy, incorporating appropriate channels (i.e., web, print, email, online)
* Communicate university branding, name and identity objectives across the organization and/or university to educate and influence stakeholders
* May oversee event management to support brand objectives
* May write communications for Stanford Report and other communication vehicles regarding university institutional issues
* Manage key vendor and consultant relationships
* Management of Fox Consumer Products EMEA brand strategy across our portfolio of film and television brands
* Work with FCP EMEA team to create materials to deliver brand plans for the region
* Management of all brand assets and sales tools
* Build creative briefs on brand vision and initiatives alongside the FCP team and LA Creative Directors
* Collaborate across all Fox divisions (marketing, promotions, publicity, creative, PD, distribution, digital and home entertainment) to garner support and ensure franchise alignment for consumer products initiatives and releases our local licensing agencies

## Qualifications for brand management

* Report policy violations after detailed research and analysis
* Assist management staff with monitoring and implementation of procedures that address policy modifications
* Keep up to date with policy changes, and seek ways to enhance current processes and controls
* Maintain the utmost professionalism at all times while interacting with our customers
* Attention to detail is key in investigations, as this can be the crucial difference between dismissing a lead and taking action on an account
* Strong working knowledge of external systems and PC based internet and software applications (The Internet, Microsoft Office - Outlook, Word, and Excel)