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# Example of Brand Management Job Description

Our innovative and growing company is looking to fill the role of brand management. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for brand management

* Manage local EMEA PR agency and work closely with PR team in LA
* Manage Brand Licensing Show and support efforts for all trade and industry shows
* Manage annual marketing, PR and retail EMEA budgets
* Manage all marketing collaterals approvals developed by our local partners in conjunction with FTH, FHE or the LA Brand team
* Plans, executes, and monitors advertising/public relations strategies for Good Neighbor Pharmacy
* Collaborates with Corporate Marketing and Public Relations Department to develop consumer communications to promote Good Neighbor Pharmacy
* Creates consumer facing materials and drives user ship for Good Neighbor Pharmacy Brand Central Station
* Develops plan and drives user ship for Good Neighbor Pharmacy University learning portal
* Gathers market research data to validate and implement new advertising programs based on market need, with a particular focus on consumer/patient experience
* Develops and/or supervises development of creative, including copywriting, layout, design, and editing

## Qualifications for brand management

* Must be knowledgeable about film marketing, home entertainment marketing, promotional tie-ins and licensing organizations/business
* Requires experience working with international teams in markets outside the U.S
* Good collaboration and teamwork skills, ability to demonstrate a commitment to team goals
* Ability to foster rapport, trust and confidence with customers, an understanding and ability to determine current and future needs, exceed expectations, monitor satisfaction, build/maintain positive relations
* Candidates should have 10-12 years in brand and business-building roles
* Navigate effectively through complex issues, leveraging expertise and business understanding to recommend solutions