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# Example of Brand Manager / Senior Brand Manager Job Description

Our company is hiring for a brand manager / senior brand manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for brand manager / senior brand manager

* Negotiate Media Planning discounts/advantages on behalf of the company
* Brand Management experience within the Australian pharmaceutical industry
* Expert knowledge and experience in product launches
* Excellent communications skills, taking a collaborative and inclusive approach to working relationships
* An ability to turn data into insights
* Bachelor's Degree qualification or higher in marketing or science related discipline
* Develop annual brand plan
* Develop innovation strategy and 3-year calendar
* Conduct market research and data analysis to identify insights, needs and opportunities
* Take projects through the Stage Gate process

## Qualifications for brand manager / senior brand manager

* Support the development of the growth roadmap and collaborate with the wider business on both a local and regional level
* Minimum 7 years of marketing experience, ideally in a top CPG company, with history of demonstrated success
* Cross functional and agency collaboration and leadership
* Positive attitude in face of adversity to effectively progress work, delivering on commitments
* Compelling communications (written and verbal)
* Bachelor degree in Marketing/Business Management or related discipline obtained from a recognized University