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# Example of Brand Marketing Manager Job Description

Our company is hiring for a brand marketing 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 marketing manager

* Develop and keep a marketing calendar updated of all marketing tactics and programs across key marketing tactics such as social media, email, advertising
* Coordinate with Social Media, Email, Product and Media Sales teams to launch cross functional digital promotions and ensure cohesive campaign messaging across all digital marketing vehicles
* Work closely with national and international direct sales teams
* Marketing Co-coordinator will be a direct report
* Work closely with the founders to develop brand voice, target audience(s), and long-term strategy
* Create year-long calendar of company branded events to coincide with three main divisions of the business
* Oversee internal communications and engage internal team at large to maintain a sharing culture
* With the support of the Brand Marketing Manager, the Associate Manager, Brand Marketing will assist in developing, orchestrating and executing comprehensive global marketing plans for assigned console products including maintaining brand, developer and vendor relationships
* With the support of the Brand Marketing Director, the Associate Brand Marketing Manager will assist in developing, orchestrating and executing comprehensive global marketing plans for assigned console products including maintaining brand, developer and vendor relationships
* Ensure story is told consistently through all ad sales touch points (collateral, events, internal/external communications)

## Qualifications for brand marketing manager

* At least 4 years of experience leading Hispanic marketing strategy efforts in large organizations
* Financial or other service-oriented experience
* People leadership and team management background
* Proficient in navigating through complex and matrixed organizations
* Coursework emphasis in business/marketing strongly preferred
* 4+ years experience in Marketing (entertainment experience a plus, games experience a must)