Downloaded from <https://www.velvetjobs.com/job-descriptions/brand-marketing-manager>

# Example of Brand Marketing Manager Job Description

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

## Responsibilities for brand marketing manager

* Creating, editing, and sprucing up material for website/emails/social media/blogs
* Partner with Merchandising Team – Be partner with regional merchandising team to ensure delivery of relevant product style from a Brand Marketing standpoint
* Drive new ideas and strategies that will make our marketing outreach innovative and best in class
* Build and implement marketing plans to support global and regional recruiting needs
* Assist Marketing Directors to optimize email marketing and drip campaign strategy and execute tactics in coordination with the admissions, email and analytics teams
* Develop and implement digital marketing campaigns that are measurable and strategically planned to contribute to overall objectives
* Ensure all digital assets launch on-time and in-line with promotions launches, working with agency Project Managers
* Evaluate and optimize performance of digital marketing efforts on a consistent basis
* Manage campaigns in alignment with business objectives and budget
* Maintain knowledge of various best practices, tools and metrics to stay ahead of industry trends

## Qualifications for brand marketing manager

* At least 5 years of experience in advertising, PR or marketing related field, with a thorough understanding of core brand marketing areas including the creative development process
* Ability to direct, develop and design creative concepts
* Ability to influence and implement marketing programs through key partners
* Team-oriented, with the ability to work consultatively with other business partners, colleagues and vendors
* Analytical and ROI abilities for assessing and improving key metrics across multiple marketing channels
* Mindset of continuous improvement and ability to drive change