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# Example of Brand Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of brand marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand marketing manager

* Lead ongoing Brand Management of all consumer-facing touchpoints
* Work with social media coordinator to plan timely posts, in line with the global GTM calendar
* In tandem with the creative team, develop creative concepts for campaigns, photoshoots and all consumer facing outlets
* Help conduct annual Market Research with internal/external research agencies, gathering insights, trends and best practices in the market place
* Important Considerations
* Ensure participants have clear understanding of goals, messages
* Host visits of key partners, collaborators, influencers, as needed
* Manages the day-to-day internal operations of the Brand (project management, budgeting, billing, scheduling, coordinating & running meetings, reporting)
* Responsible for global analysis of syndicated data and associated recommendations competitive trends
* Brand Development - Take full responsibility of developing the brand in the US through various marketing efforts

## Qualifications for brand marketing manager

* Transformational leader to upgrade the marketing organization
* Business Acumen –Ability to develop deep knowledge of the brand, category, products, retail dynamics, competitors, market trends, and consumers
* Previous Field experience in a sales position or rotation, a plus
* Authorization to work in the US on on-going basis
* Degree in Marketing or related discipline
* Minimum 2 years relevant brand manager experience in B2B or B2C