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

# Example of Brand Project Manager Job Description

Our innovative and growing company is looking to fill the role of brand project manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for brand project manager

* Lead implementation of key projects enabling successful delivery of project milestones
* Define/map, measure, analyze, improve and control business processes
* Manage optimum alignment between process capability and application systems
* Benchmark Brand Operations processes and business models against other companies within the industry and other industries
* Work with cross functional teams within Design, Marketing, Sourcing and IT to enable achievement of best practices through successful program management, and achievement of end-to-end information and product flows
* Working with the studio traffic manager on the daily management of team resource schedules, ensuring everyone is up to date and aware of all activities and upcoming deadlines
* Strive to constantly improve planning, processes and procedures required to deliver content and make recommendations to the Lead Trade and Retail PM and Project Management Head, to ensure efficiency and effectiveness is maintained at the highest level
* Identify seasonal tasks and assign owners and deadlines to create timely and efficient project execution for all omni brand marketing vehicles
* Identify new processes, systems and tools to optimize workflow and collaboration
* Ensure that new brand identity is applied to assets not yet updated across BUs by partnering with implementation owners

## Qualifications for brand project manager

* Familiar with analytics disciplines (web, social, mobile, paid media, marketing intelligence) and the supporting methods and technologies
* Experienced in coordinating multi-functional teams across multiple locationOutstanding communication skills (both written and verbal) and facilitation skills (small and large groups)
* Ability to work in a fast paced environment with different international cultures , and managing expectations, deadlines, and relationships
* Advanced ability using MS Office, (MS Excel, , Pivot tables, charts, Onenote, PowerPoint)
* Four-year College or university degree with focus on information technology/engineering, or equivalent combination of education and experience
* Minimum of 4 years of progressive work experience in related field (preferably in an agency, or a brand oriented business)