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# Example of Manager Brand Activation Job Description

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

## Responsibilities for manager brand activation

* Day to day servicing of assets and properties
* Assist Visual Merchandising team with store development
* A fabulous work culture, recognized as IBM Kenexa’s Best Workplace Overall Winner 2015
* Define the strategy around CRM lead campaigns in the relevant categories and lead the wider team on the execution
* Formulate extended onsite content briefs for relevant brand campaigns
* Oversee the day to day implementation, management, tracking and post reporting of all partner sponsored elements within linear and non-linear platforms
* Responsible for having a deep knowledge in competitive landscape including digital and social space
* Day to day management of Direct Reports support of individual goals/development plans
* Develop and own channel specific DDPP Master Plan per category and brand based on overall brand strategy, in order to secure an optimal DDPP-execution
* Ensures adherence to the purpose & positioning for each Power brand within market

## Qualifications for manager brand activation

* Actively create and own on-going reporting of Women Brand KPI’s
* University degree in marketing and ideally exposure to the digital landscape
* Proven self-starter with strong initiative, enthusiasm for business, being result-oriented
* Min 4 years in Brand/Marketing field while specifically minimum of 4 years working experience as digital marketing specialist position in digital or internet online creative marketing (both agency and/or client side)
* Reviews internal reports and market share data, tracking progress vs agreed plan
* Experience with experiential and promotional events and marketing campaigns is a plus