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

# Example of Manager Brand Activation Job Description

Our growing company is hiring for a 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

* Define role, objectives, KPIs and priorities for sampling agency
* Work from September 2017 to April 2018, approximately 20 hours/week
* Build relationships within your community
* Help to build, promote and run events throughout the year
* Work with local sales team to coordinate on premise activations
* Attend weekly regional sales meetings
* Create, manage and execute tools to max
* Ensure a world class campaign execution by focusing on brand priorities, such as key city key categories, open source and speed
* With EMEA Brand Development, Trade Strategy, and CMI Brand Activation develops Brand Activation plans in support of the Annual Category Plan
* Ensures seamless connection between Brand Development and Brand Activation (including shopper marketing intelligence)

## Qualifications for manager brand activation

* Ideally candidates will have worked within an entrepreneurial, high growth environment
* UK
* This position will be responsible for conducting secondary sales calls and activations at On-Premise retail accounts (bars, restaurants)
* Multiple positions are located in and around urban centers across the United States
* Experience working in sales preferred
* Well developed skills in Advertising, Market Research , Strategic Planning and New Product Development