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# Example of Manager Brand Activation Job Description

Our innovative and growing company is hiring for a manager brand activation. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager brand activation

* Creating dedicated strategies to connect with sports and cultural communities in LA
* Feeding the creative open source process through creative talent
* Co-leading the input process on requirements with local and global teams
* Executing world class activations through the lens of the key categories Originals, Running, Basketball and Soccer
* Closely collaborating with the LA Newsroom to establish one strong LA messaging
* Establishing the best LA ecosystem that leverages the brand through a cultural language
* Leading the project management for key cities on both the brand activation and community side
* Effectively lead and manage team to deliver against clearly defined business objectives
* Develop sub channel-specific programs, in close collaboration with Brand Marketing team, in line with each brand’s strategy and objectives
* Manage the Jameson Caskmates Drinking Buddies program which involves 17 craft brewery partnerships throughout the US

## Qualifications for manager brand activation

* 4+ years client, agency or property experience, including sponsorship marketing required
* Ability to synthesize extensive amounts of data in easily understood, short presentations required
* Experience in executive communication and ability and confidence to offer counsel and recommendations to senior officers required
* Establish clear SMART objectives and assign clear projects/tasks
* Contribute to drive employee engagement
* Comply to all company processes and makes recommendations to streamline and simplify brand and business processes if/where applicable