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# Example of Manager Brand Communications Job Description

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

## Responsibilities for manager brand communications

* Monitor competitive market dynamics to develop and/or change marketing plans
* Lead Olympics Asset Strategy development & execution in support of the 4 month global launch window
* Accountable for the development and implementation of a Brand strategy, with the Manager, Retail Sales
* Continuously review and improve our customer Brand offer through research, competitor tracking and knowledge sharing, identifying and implementing value adding opportunities, in areas such as loyalty and prospecting
* Manage, coach and develop the Brand Communications Coordinator, Digital Communications Coordinator and Business Support & Communications roles
* Manage, coach and develop the Contracts Coordinator role, safeguarding contractual and investment issues for all UKM sales groups including claims and litigation support
* Identify and manage the delivery of measurable customer and consumer facing promotional activities in line with sales strategy and customer feedback
* Leading the development and enhancement of digital communications, including social media, extranet, internet and intranet sites
* Manage the co-ordination of major customer hospitality, events and exhibitions, allocating resources and driving through improvements to provide a cohesive, auditable approach
* Continuously review and improve the Marketing Sales Toolkit for all channels, delivering a suite of impactful materials

## Qualifications for manager brand communications

* English / Chinese bilingual a plus
* Frequent travelling especially within the Arabian Peninsula
* Willingness to work at the client office in Stamford, CT 3-4 days per week
* Broad experience in marketing communications, global campaign development and execution
* Broad understanding of and passion for the outdoor sports and fashion/entertainment industry
* A passion for the outdoor industry