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# Example of Manager, Brand Marketing Job Description

Our company is looking to fill the role of manager, brand marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager, brand marketing

* Support creative development process
* Track media plans and execution
* Manage brand marketing budget
* Partner effectively with external agencies and internal teams
* Measure impact via external research and internal tracking
* Responsible for the management of existing products, the go to market launch of new products and for contributing to the development of Marketing programs for existing and new products
* Work with the Business Marketing Manager and 3rd party agencies to implement all aspects of the annual marketing plans
* Promote, drive & maintain the brand in Ireland and Internationally, maintaining and growing our market leadership positions
* Manage the planning and activation of sponsorship activity
* Understand the customer needs, competitive landscape, and market environment

## Qualifications for manager, brand marketing

* Work closely with Brand performance team on brand and model analytics
* Manage launch timelines to ensure key milestones are understood and being delivered upon
* Collaborate with inter-department disciplines, to ensure their plans directly support priorities/assignments
* Passionate about brand marketing and prior agency/marketing experience
* Familiarity with third party data and insight providers, ie
* Bachelor’s Degree with 5 years of experience in marketing, advertising or brand management capacity