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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

* Provide launch plans, yearly and seasonal marketing initiatives, according to the timelines established by the Global Marketing team
* Amplify new and existing global partnerships and activities across different teams and territories
* Work across other disciplines to ensure all activity is cohesive and maximized acorss all channels
* Manage the Global Campaign and Special Projects budget ensuing budget is maximized and distributed across all key markets
* Act as a global ambassador for The Outnet, representing the brand to key partners and brands
* Identify short and long term marketing goals
* Develop and lead a marketing team [inclusive of agency partners] that will execute against the strategic marketing plan and Global brand direction
* Develop a culture of continuous and dynamic improvement via a robust test, learn and optimise plan for all forms of communication
* Drive innovation to position The Outnet as an industry leader in brand marketing
* Activation – Create architecture of “when & where the story is told” – execution of global campaign asset

## Qualifications for manager, brand marketing

* Managing against budgetary limitations and adaptability to changing conditions
* Product management role at a games and/or toy company strongly preferred
* Knowledge of/familiarity with content streaming and the key players (content providers, device manufacturers, retail establishments)
* Able to act autonomously, manage multiple tasks/projects simultaneously and excel under pressure
* Proficiency with Adobe Creative Suite preferred
* Minimum required experience -- 5 years consumer products marketing and/or retail marketing or advertising agency experience