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# Example of Marketing / Brand Manager Job Description

Our company is hiring for a marketing / brand manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing / brand manager

* Development and implementation of a clear customer acquisition and retention strategy
* Manage company's marketing budgets
* Develop and maintain vendor relationships with suppliers including airlines and tourist boards
* Oversee all funnel conversion activities, paid and organic
* Effectively build and manage relationships with marketing contacts, other key stakeholders, at our partner universities to ensure marketing strategy is communicated and secure necessary asset approvals
* Work directly with Program Operations and GMs on all school-facing priorities to drive program growth
* Collaborate with global subsidiaries to address global needs and market feedback
* Working directly with designers to develop brand assets to be used both internally and externally
* Collaborate with the Director of Brand Marketing to align on seasonal marketing messages and creative approach
* Champion new product segments, being the cheerleader for new businesses, ensuring they remain front and center

## Qualifications for marketing / brand manager

* Relevant and current knowledge of industry, market trends, and marketing strategies
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* Consumer brand experience preferred
* Experience developing marketing and sales presentations using PowerPoint and a variety of PC & MAC applications
* Management experience preferred (1 or more direct reports)
* 8+ years experience in developing and executing consumer marketing campaigns to drive adoption