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# Example of Retail Brand Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of retail brand manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for retail brand manager

* Merchandise & Stock/Inventory Management
* Profitability and Cost Control
* Support & Lead the planning & preparation for workshops, presentations, events, meetings, conferences, inward & market visits
* Manage communications for the IDL Global Travel Retail team with relevant news and updates on Chatter, Inner Spirit & connection week
* Oversee the up-keep of MyBrands for all Travel Retail communication, toolkits & assets
* Expert level of capability with data sources IWSR, Paxsmart, media evaluations
* Track competitor activity & trends communicating regularly on relevant topics
* Build a strong working relationship with Strategy & Finance teams to ensure we cultivate a culture of partnership with \*PRGTR to deliver on key strategic areas Price, Value generation
* Collaborate with the consumer insights team ensure we are always gathering real time consumer & shopper data using this to inform future development
* Participate across the wider International Marketing Team on other specific projects, including March, Jameson Portfolio projects and inward visits

## Qualifications for retail brand manager

* Strong analytics skills, able to evaluate research results, statistical information and leverage facts to support POVs and recommendations
* Understand the Quebec market, monitor cultural and social media trends and know the competitive landscape
* Working closely with control partners to establish program governance (Compliance, Legal, Privacy etc) to understand the requirements for the Quebec marketplace
* Manage budgets on key projects
* Native fluency in written and spoken French is mandatory
* Minimum of 5 years of French language communications, marketing, social media and/or interactive engagement experience