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# Example of Senior Manager Brand Job Description

Our growing company is hiring for a senior manager brand. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for senior manager brand

* Develop ad-hoc financial analysis to support current and emerging initiatives
* Provide accurate monthly financial reconciliations and forecast monthly Brand Financials, incorporating latest volume forecasts, departmental accounting detail reports and billing adjustments
* Forecast monthly and annual Brand volumes, incorporating latest brand trends, environmental influences, sales and production requirements
* Direct all creative and distribution activity associated with Brand's consumer and sales promotion events, including follow through with related activities concerning promotion releases, artwork, contracts, and brand strategy
* Provide control over the disbursement of brand's marketing funds via accurate logging of invoices and approval of charges to appropriate expense accounts
* Handle field sales requests, including special proposals associated with ongoing business, test markets or national promotions, recommending, or assisting the Brand Manager in supporting recommendations
* Active involvement in the annual marketing planning process, providing support for all areas of the plan to include strategy definition, volume and financial projections, consumer plan and presentations to Management
* Develop sound strategic recommendations based on analysis of ongoing trade and consumer promotion programs, assessing the implications it has on marketing strategy and achievement of objectives
* Identify and evaluate changing market and environmental conditions through various market research services, , Nielsen, SAMI

## Qualifications for senior manager brand

* Has good field experience in Brand, Marketing Management and/or Consumer Marketing
* Exposure to Small Business consumer segment
* Proven work ethic with the utmost integrity
* Self-motivated, passionate, empathetic, and fun!
* Lives in possibility and enrolls, inspires, and motivates others
* Proficient in both written and verbal communications