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# Example of Senior Manager Brand Job Description

Our company is looking 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

* Lead development of defined NPDs since concept is qualified up to area launch
* Provide input to GBMM on draft PDB preparation
* Develop volume forecast with powermarkets, providing price and COGs assumptions in line with PDB
* Provide cross functional leadership across lead market marketing, shopper marketing, Supply, SSG/R&D, global CDO, Finance to ensure project is delivered on time, according to the CPS
* Develop Area P&L for Launch Reco, working together with Finance, Supply and Lead markets
* Ensure 2D and 3D packaging development by CDO is in compliance with Area needs
* Provide input to Lead Country Marketing and Trade Marketing teams to guarantee Sales and Communication Plans are included in Area Launch Reco, aligned and approved by CDO and Area Sales team
* Drive Launch Reco development from Product Pack approval, in compliance with Operating Model requirements
* Post-launch evaluation and recommendation for key projects, within one year of launch
* Provide Lapac countries with necessary supports / materials to incorporate projects into local marketing brand plans

## Qualifications for senior manager brand

* A minimum of 8 years’ experience in gaming or consumer products industry
* Ability to develop strong working relationships with key business leaders, groups within Consumer NA and key accounts
* Have experience in managing and leading a category and developing the mixes of the category from price, product, proposition, promotions and distribution strategy
* Experience in EMEA Markets – Deep understanding of at least one key market in the regions, UK, Spain, Turkey, Russia, Saudi Arabia, Gulf
* 7-10 years of progressively responsible product management experience in either sports nutrition
* Ideally experienced in the specialty pharmaceutical and/or biotech industries