

Example of Brand Activation Manager Job Description

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Our growing company is looking for a brand activation manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for brand activation manager

- Manage all aspects of events that activate the United brand, including oversight of marketing agencies and other stakeholders
- Oversee the design of promotional programs to ensure achievement of objectives around brand activation and customer and employee engagement
- Perform critical administrative duties including tracking and monitoring results of each activation, adherence to budget and leadership of one team member
- Represent the Sponsorship Marketing & Brand Activation team with internal stakeholders, executive leadership and at internal and external events
- Recommends and executes marketing objectives and strategies for the upcoming year
- Brief interdisciplinary departments on campaign objectives and strategies to further develop detailed plans and support local marketing teams from plan sign-off to delivery to ensure tactics are supporting the approved strategy
- Managing P&L for the CCFS & Eye businesses
- Leading innovation strategy & execution for local innovation & input on the global innovation pipeline
- Directing Consumer and Trade Promotions
- Leading cross-functional teams that may include Sales, Finance, Graphics, Packaging, Market Research, R&D and Operations to develop and manage marketing objectives, goals and strategies including business planning, external partnerships, & activation programs

- Translating marketing objectives into strategies and plans
- Successfully launched several new products from concept stage through commercialization and in-market success
- Drive & own brand plans with objective to grow brand equity, usage, consumptions and loyalty to meet business objectives
- Lead business analysis and development of annual marketing plan for the assigned product/portfolio platform to grow category and shares, countering competitor activities
- Through analysis on consumer, market and category trends, pricing, competition and campaigns tracking, understand opportunities and potential to strengthen future plans and initiatives
- Manage and own A&P budget, forecasting and optimize spends for effective utilization of the investments