

Example of Brand Activation Manager Job Description

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Our company is looking to fill the role of brand activation manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for brand activation manager

- Supports the development and delivery of the ENA ready Comms toolkits that can be executed in the markets
- Exposure to managing TV advertised brands
- Depending on role you may manage Assistant/Associate Brand Managers who provide monthly updates to business review and monitor market performance, responsible for successful implementation of Brand plans as per business review and Business plan
- Manage development and activation of local brands, and are accountable for marketing budget on assigned brands
- Collaborate on market copy strategy for brand and ensure adaption possible for category across area
- Own and drive the development of local retail marketing launch and exit calendars based on global retail marketing calendars and aligned with market retail merchandising and market Brand marketing activation calendar
- Work closely with market visual merchandising and store operations to ensure global retail marketing content is flawlessly executed in store
- Create and communicate timely and consistent India's reports based on EM templates (ROI of assets portfolio, campaigns, activation and events, newsletter), ensuring SWB is maximized and campaigns positively impact store profitability
- Share post-campaign evaluation results to ensure learnings are taken into account in the development of future global retail marketing content

Qualifications for brand activation manager

- A minimum of 7 years prior Brand Marketing or relevant experience
- Bachelor's degree in Marketing from a regionally accredited college or university required
- Must be able to travel up to thirty (30) percent of work time
- Minimum of a Bachelor degree from a regionally accredited college or university required
- Must be able to travel up to twenty percent (20%) of work time
- Internal Leadership and Analytics