



Example of Brand Activation Job Description

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Our growing company is hiring for a brand activation. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for brand activation

- Be knowledgeable about the targets and performance of local Brand core stores
- Work closely and cross-functionally with the market store operation team to pro-actively assess any Brand core store performance issues (such as persistently declining traffic or a particularly slow month) and develop the tactical Brand marketing solutions that might be needed to address these
- Manage marketing activation budget and ensure projects come in within budget
- Fully responsible for maintaining MWB needs, spends and ROI's by season
- Creating avenues to improve NPS for key cities on an ongoing basis
- Own, execute and drive Training (BU) category plans the translation, adaptation and production in India as developed in collaboration with the EM Training (BU) team (launch and exit calendars, campaigns, promotions, In-Store Communication tools, communication and activation plans, EIM
- Work closely with creative agency, event agencies and PR teams on the development of creative and ensure all necessary approvals are obtained
- Be knowledgeable about the targets and performance of local Brand stores
- Work closely and cross-functionally with the market store operation team to pro-actively assess any Brand store performance issues (such as persistently declining traffic or a particularly slow month) and develop the tactical Brand marketing solutions that might be needed to address these
- You will be the consumer expert on the expressive creator in North America

Qualifications for brand activation

- Ability to connect multiple information to uncover fresh and actionable insights that will grow customer preference
- Superior writing, editing, and proofreading experience
- Experience in OTC / beauty category/ new product launch is a plus
- BA or BS Degree or above
- 8+ years of marketing and/or general management work experience experience in a CPG company
- At least 3 years of previous experience in Special Events or Entertainment or in a similar customer service position