



Example of Brand Management Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of brand management. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for brand management

- Act as a senior consultant to Canadian WM Executives, Regional Directors and Branch Managers on sponsorship strategy and contract negotiations
- Oversee the end-to-end program management of all identified and approved marketing activities
- Lead team and to build leveraging plans for all major properties, enabling appropriate extension to community, charitable, citizenship and business development activities meeting budget, business, and brand objectives
- Manage team of 2 direct reports and setting them up for success by fostering a team environment that is collaborative, while also allowing for individuals to own key pieces of their respective portfolios with a promise to coach and support through regular team and one-on-one meetings
- Assists other designers and manager or director in project briefings, presentations and project reviews with internal clients
- Assists in the development of annual operating and marketing plans
- Makes recommendations regarding product objectives and strategy, positioning, pricing, packaging, promotions and advertising
- Briefs in consumer insights and analyzes consumer research to determine new marketing and product opportunities
- Lead overall planning, management and measurement of seasonal marketing plans & promotions, including message by channel to ensure business and brand objectives are met
- Plays a key role for all business partners as their Brand Management expert, displaying a deep understanding of business and customer diagnostics

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- Experience working in a fast paced retail focused environment, a plus
 - Strong proficiency in Word, Excel, and PowerPoint needed
 - Passionate to learn and gain exposure to brand building/ brand management business
 - Minimum of 1 year of work experience in Business Analysis or Finance
 - 1-2 years' experience in marketing, social media, publishing, or similar
 - Excellent problem solving and analytical skills including the ability to seek out information and ask questions