



Example of Brand Management Job Description

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Our growing company is hiring for a brand management. 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 brand management

- Works with GSMR teams to support Retail Excellence initiative and corresponding programs such as TPR, Retail Remedy, OTC product selection and more, along with ensuring campaign consistency and product promotion across all advertising vehicles
- Provides support to the regional advertising managers with branding/advertising campaigns and contracts, selection of advertising media, or products to be advertised
- Works with other departments to monitor and analyze sales promotion results to determine cost effectiveness of promotion campaigns
- Works closely with digital and social media team to ensure campaign and brand consistency
- Works closely with the program communications team to ensure all marketing and advertising initiatives are properly communicated to sales teams and customers
- Prepares and tracks program budgets and expenses
- Monitors campaign response rates to evaluate program objectives against industry norms
- Assists with annual budget development
- Project management to facilitate consistent approach and successful completion of activities across strategy, creative and production
- Support efforts to maintain best in class media placement and execution, including leading relationship with the social media agency for US owned

Qualifications for brand management

- Demonstrated ability to provide leadership, advocate for and enforce university policies with multiple stakeholders
- Extensive knowledge of strategic analysis, marketing and branding strategies and business and marketing planning
- Lead the Brand Activation Team, a cross-divisional/cross-functional group, as it implements the plans in 2016-2017
- Requires broad training in fields such as advertising, marketing, business, public relations, communications, journalism, or similar vocations generally obtained through completion of a four year bachelor's degree program
- Normally requires a minimum of five years (5) experience, including two years (2) of management experience, with a background in media production, advertising, marketing, business, public relations and communications is required
- Knowledge of marketing strategy and tactics, product demonstration and sales techniques is preferred