Example of Brand Manager / Senior Brand Manager Job Description

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Our company is growing rapidly and is looking for a brand manager / senior brand 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 manager / senior brand manager

- Develop and update consumer portrait, understands in store environment, contributes to category strategy, defines desired relative price, provides recommendation to pricing and promotional strategy, proposes SKUs for key channels and key customers
- Leads the discovery and analytical process of understanding consumer needs
- Leading the strategic brands partnerships plan from Joint Business Plan discussion to on-line/ off-line campaign execution and analysis
- Manage cross-functional marketing campaign development and implementation internally with the commercial/ marketing teams and externally with the brands partnership team
- Leading a small team of young and dynamic Brand Partnership Analysts and Managers
- Leads and executes on brand strategy for assigned brand(s), including oversight for all marketing communications, advertising and adherence to brand standards
- Leads advertising campaigns for assigned brands through oversight of both agency teams and internal teams
- Manages all media campaigns and plans for assigned brands, partnering with marketing managers and PR agencies to identify and track media opportunities, including article placement, story ideas, and thought leadership
- Maintains positive relationship with the field marketing, category

- Creates key marketing messages for assigned brand(s) in alignment with brand strategy

Qualifications for brand manager / senior brand manager

- 3-5 years' experience in marketing/Brand Management in the FMCG Company
- Knowledge of the Marketing "tool-kit"
- Experience of working with the supportingATL/ BTL/POS agencies
- Understand the basics of the brand management (Brand positioning, Target Audience)
- Brand and creative sense
- High influencing skills to coordinate the function to execute the brand plans with excellence