



Example of Brand Marketing Job Description

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

Responsibilities for brand marketing

- To develop a brand organization that can rapidly iterate on brand creative messaging concepts to test and learn into a differentiated and effective creative messaging strategy
- Ensure synergistic in-market brand messaging by working with the Chief Communications Officer to marry the communications & brand narrative
- Marketing Functional Excellence – Develop, direct and execute the Surgical Division's marketing plans that achieve our long-term strategic plan
- Talent Management– Attract, hire, and develop marketing talent and leadership capability
- Organize and attend regular routines across disciplines
- Oversee rigorous creative testing and asset optimization to maximize spend
- Work collaboratively and effectively with Creative team to brief, review and refine creative work in line with strategic objectives
- Partner with Analytics and Insights team to surface key client insights that promote growth and continually evaluate campaign performance
- Partner with Finance and the Management teams to manage the budget to support P&L goals
- Conduct hindsight analysis on campaigns, reporting out on performance and identifying actions to improve ROAS and brand equity

Qualifications for brand marketing

- Minimum five years PR, Media, Account Management related experience,

- Easily manages multiple projects and priorities
- Great at working in a collaborative team environment
- Industry experience in digital media, editorial, public relations, and/or marketing a plus
- Bachelor's degree required (Journalism, Communication, Marketing Public Relations, or related field preferred)