



Example of Brand Strategy Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of brand strategy manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for brand strategy manager

- Helps continuously improve and upgrade brand tracking capabilities, including ongoing evolution of Awareness & Image tracker, full launch of Good Data online tool
- Assists in other strategic brand and product marketing insights work as relevant
- Serves as brand subject matter expert and provides guidance to employees as required
- Assists in development and management of brand budget, including vendor cost management
- Lead long-range global strategic planning for marketing in collaboration with VP of Brand Management for Women's and Youth, both extremely for a fast growing categories at UA
- Partner with Brand Management on all strategic and activation marketing planning
- Ability to find untapped brand and market opportunities that support growth
- Proven experience with brand planning and marketing strategy
- Creative thinking and desire to invent fresh and differentiated brand engagement opportunities with technologists
- Develop strategic positioning documents informed by research, insights and competitive intel

Qualifications for brand strategy manager

- Must have strong MS-Excel and MS-PowerPoint capabilities with excellent presentation and “deck writing” skills
- Coordinate with internal/agency partners to create fully integrated marketing campaigns across all platforms and touchpoints (broadcast, digital, print, radio, OOH, experiential)
- Manage execution of marketing campaigns in collaboration with other departments across disciplines (On-Air, Digital, Social, PR)
- Facilitate collaboration between all NGC/Fox divisions and external partners (vendors, agencies)