



Example of Brand Strategy Manager Job Description

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Our growing company is looking for a brand strategy 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 strategy manager

- Frequent travel required to support partner meetings, Co-Brand educational roadshows across airports, and industry events
- Collaborate cross-functionally (Customer Experience, Digital, Product Development,) to ensure ongoing alignment and to deliver effective brand strategies
- Work closely with groups across the organization to write briefs for the development of creative assets that promote a wide range of initiatives including those under the THIS IS WHY WE PLAY brand platform
- Support Director in overseeing omni-channel marketing team in bringing the big seasonal ideas to life in a powerful, differentiating and emotionally engaging way across all brand touchpoints (and that delivers on the brief)
- Partner with creative team to develop seasonal marketing creative that is on brand, meets messaging objectives and delivers impact
- Lead post mortem analysis for all off-air priorities and apply findings to enhance future campaigns
- Monitor industry trends and consumer habits, staying ahead of the curve to inform and apply cutting-edge media strategy and tactics
- Budget tracking and invoice coding for campaigns and initiatives
- Create and deliver internal presentations and contribute to interdepartmental task force meetings
- Identify innovation opportunities for Card

Qualifications for brand strategy manager

- Bachelor's Degree required graduate degree MBA or Masters level work in related field highly desired
- Ability to influence decisions across varying levels of the organization
- Great learning agility and demonstrate the ability to prioritize, and adapt to a changing environment
- Ability to drive and own work stream with a strong sense of accountability and ownership
- Leads bi-annual feature hierarchy research in partnership with the marcom product leads, product management and GTM teams and partners with acquisition and customer engagement teams to inform messaging and product development priorities
- Tracks market trends, competitive moves, analyzes results, and draws conclusions in order to recommend improvements to marketing strategies and tactics