



Example of Brand Strategy Manager Job Description

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Our innovative and growing company is looking to fill the role of 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

- Lead cluster always-on content development on brand level, with corresponding SEO/SEA in collaboration with country and agency teams
- Lead and participate in brainstorming sessions to develop creative platforms for brand partners
- Assist broader Brand Strategy & Innovation team with proposal development and communication with internal teams
- Work with Brand Build team to develop and execute strategy to deliver growth in competitive category
- Responsible for marketing trend reporting specifically for women's and youth
- Create KPI for seasonal planning, track results and develop optimization plans
- Proactively gather revenue information and revenue goals from required areas to create the overall revenue budget and data set for analytics
- Analyze appropriate regional and/or functional input and collaborate with key stakeholders to ensure consistency across goals and assumptions
- Perform periodic and ad-hoc research of business scenarios using various database, financial system, data warehouse, and internal resources as required
- Extract knowledge and add value from internal and external data sources using data mining algorithms and advance analysis techniques

Qualifications for brand strategy manager

- Strong leadership qualities including outstanding influence skills to drive initiatives forward in a highly matrixed organization
- Experience leading and inspiring external agencies to deliver outstanding work
- Strong analytical skills and fluency in identifying and leveraging actionable research insights
- Experience in developing employee engagement programs a plus
- Able to communicate complex ideas with ease