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

Responsibilities for brand strategy manager

- Delivers select client presentations and Brand Strategy Ideation sessions, moderates speaker panels – all to live audiences
- Lead the US Franchise Brand Growth Plan & Annual Business Plan
- Develop and maintain key assumptions
- Manage metric reporting and the development of value added performance and management reporting
- Conduct feasibility studies for new businesses or products to determine their financial and operational implications
- Analyze impact of removal of items identified as cost-savings opportunities to determine relative prioritization
- Manage the development of long-range performance plans, ensuring that the overall direction of plans drives revenue and systems contribution growth to the Company
- Coordinate key activities of planning cycles, including the planning of senior leadership meeting
- Develop and implement marketing campaigns that are measurable and strategically planned to contribute to overall objectives
- Interact with counterparts (Marketing, Marketing Communications and global communications, digital strategy and other related groups) and interfaces globally to launch cross functional promotions and ensure cohesive campaign messaging across all marketing vehicles

Qualifications for brand strategy manager

- Strong leadership and collaboration skills and ability to form effective partnerships across cross-functional teams - creative, account, agency and product teams (design, merchandising, inventory management)
- Five years in corporate communications or equivalent experience
- Expert knowledge of communications planning and strategy design
- Excellent organization, prioritization and management skills
- Ability to create clarity and direction in ambiguous situations