



Example of Brand Strategy Manager Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is hiring for a 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

- Maintain contacts and align with branding and marketing groups within the organization
- Evaluate and optimize performance of marketing efforts on a consistent basis
- Support the budgeting and expense management process with agency partners and internal finance team
- Keep venture and agencies informed of key objectives, priorities, timelines and budget parameters
- Support strategic development and logistics of external conference attendance, speaking engagements for Venture group and other events as needed
- Support for selected strategic projects
- Collaborate closely with the Barclays team to design and execute strategies and marketing plans across the Barclays/AAdvantage business line, with MasterCard and other key partners on a project or promotional basis
- Internal and cross-functional coordination and project delivery often includes Customer Insights & Loyalty Program Strategy, and Partner Marketing teams other teams at American such as Marketing, Digital, ACS, and IT
- Develop brief for and oversee major seasonal product naming and packaging requests
- Develop brief for and oversee seasonal campaign/theme activations, including contract negotiations when relevant

Qualifications for brand strategy manager

- You have experience planning and executing marketing activation plans
- You have an entrepreneurial spirit and that knows how to take initiative and seize opportunity
- You are incredible at taking complex strategic information and making it simple and inspiring for your audience
- You know how to visualize information and present it in an inspiring way
- You have experience in retail metrics and marketing KPI