



# Example of Branding Manager Job Description

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Our growing company is looking for a branding manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for branding manager

- Leading and coordinating design efforts with internal teams and outside vendors
- Developing optimal product packaging, leveraging the unique opportunities being an online brand can provide
- Developing outer packaging and shippable containers appropriate for the e-Commerce – continuously reducing related costs, ensuring undamaged product delivery, and minimizing waste for consumers
- Developing packaging innovations that unlock new areas of opportunity
- Being counterpart of our US colleagues, building global strategies and approaches
- Developing and delivering the Global DEP Marketing Communications strategy, in line with DSM's marketing strategy, to support DSM in realizing its business strategy and objectives and to enhance and protect the DSM reputation
- Developing and delivering the digital communication strategy for DSM Engineering plastics, in line with DSM's digital marketing strategy, to support customer engagement and lead management
- Making activation plans and steering impactful results through working with your own team with the support of the Global Business Partner In- and External communications and relevant external agencies
- Leading and coaching a diverse and international team of seven professionals to the next level in their career and in marketing communications

## Qualifications for branding manager

- Systems Thinking - holistic approach and thinking as to how things work are connected and interrelated
- Technical Acumen - high level understanding of technical skills to enable leading the management of technology vendors and IT projects
- Experience producing a diverse range of materials such as white papers, newsletters, presentations, educational materials, tutorials, scripts, blogs, and wikis
- Basic programming experience (HTML, JavaScript, CSS)
- Minimum 5 years of design and branding experience in corporate and/or agency settings
- Promote innovation and creativity throughout design while balancing the business needs