



Example of Lead Brand Job Description

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Our company is growing rapidly and is looking for a lead brand. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for lead brand

- Defining the comprehensive Pricing Strategy apnning from list price to net booked for products in collaboration with Global Market Access and Health Economics
- Ensure the corporate character is foundational and guides all brand implementations across all constituencies
- Act as an integration mechanism for high-visibility opportunities ensuring alignment with current strategies and messaging
- Report to the VP, Global Brand Protection (GBP), and is primarily responsible for managing centralized operations, programs, processes and initiatives in support of the GBP organization's strategic goals and objectives
- Drive the development of core capabilities and organizational efficiency and effectiveness, developing and implementing global standards and practices, supporting the integration across the business of GBP's safe and secure supply chain best practices, and improving delivery of GBP services worldwide
- Develop, implement, and manage essential programs and processes including strategy and business planning, communications, budget, operating model and governance, project portfolio and workflow, performance metrics/tracking/reporting, incident response, revenue recovery, risk segmentation and analysis, training programs, meetings and events, policies and standards, hiring and recruiting, and any other operational support needs as may be determined by the VP, GBP
- Work closely with GBP Segment and Regional Directors and cross-functional stakeholders to ensure understanding and alignment around business

- Work with external agencies and partners to collect market intelligence, assess threats and vulnerabilities to J&J's supply chain, and generally improve its ability to detect, deter and prevent counterfeit and illicit trade
- Lead the UK Employer Brand team to deliver internal HR and Recruitment communications and external employer brand marketing strategy ensuring brand values are properly reflected at all touchpoints
- Drive employer brand presence across Digital and Social Media channels with associated reporting

Qualifications for lead brand

- Experience of cause marketing, including negotiating partnerships and contracts
- 10+ years experience in defining and executing brand strategy for consumer power brands
- Growth-oriented mindset
- Remarkable work ethic
- Familiarity with online native advertising
- Experience trafficking to (blank) environments is a plus