



Example of Manager Brand Activation Job Description

Powered by www.VelvetJobs.com

Our company is hiring for a manager brand activation. 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 manager brand activation

- Work closely with the IT teams to deliver consistent platform-specific strategies
- Accountable for delivering marketing objectives and strategies for the upcoming year
- Continually seeking to innovate and expand the partnership
- Developing and executing global brand campaigns, in partnership with external partners, the wider communications team and stakeholders across the business
- Evolving our brand positioning
- Identifying and implementing strategic initiatives to help drive awareness and affinity for the brand
- Partnering with business lines and geographies to ensure the successful delivery of their business needs from a brand perspective
- Supporting wider brand, communication and enterprise initiatives as required
- Seeking out and adopting best practice in corporate branding and communications
- Implement effective and timely trade marketing plans to a high standard in terms, category and sales performance

Qualifications for manager brand activation

- Applicant will be able represent our brands in International markets with confidence, passion and enthusiasm
- Ability to work closely with cross-functional teams (internal and external) to plan and execute the delivery of Annual Operating Plan / critical activities within your assigned territories
- Ability to analyse in-market brand performance and build appropriate action plans
- Interpretation and application of research information
- Has worked on a business with global or international exposure