



Example of Manager Brand Communications Job Description

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Our company is growing rapidly and is looking to fill the role of manager brand communications. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for manager brand communications

- Manage the publication of periodical corporate newsletter – Asia Pacific & India News Express in both Chinese and English through close work with functional departments, business units and manufacturing sites
- Support the organization and implementation of various corporate initiatives that target to different audiences, such as internal initiative, corporate positioning and CSR program
- Work closely with internal & external counter-partners to leverage good company stories for further promotion through corporate image building platforms
- Involve in regulating corporate brand standards of corporate and 6 SBUs, and support brand standard training for employees and other external distributors
- Support corporate website update and revision in order to promote corporate image & SBU brands, and participate in SEO development for corporate and SBUs' websites in China
- Support corporate brand assets building, online Brand Center and brand materials update and maintenance, including corporate brochure, corporate overview presentations, posts, and other internal branding materials
- Participate in branding activities and strategy developments, and support in Brand Ambassador meeting organization and execution
- Support other activities in public affairs and branding initiatives

- Align external and internal news flow to keep the organisation (office and field-based) informed, inspired and supportive of communications and patients relations activity overviews of PR activities and media results, patient case studies, convey significant product milestones throughout the brand lifecycle

Qualifications for manager brand communications

- University degree in business and/or marketing related discipline, preferably focus on Brand Communication
- Special love and passion for team sports (football & basketball) and deep knowledge and active involvement
- 5-7 years total experience with at least 4 years in Brand Communication role
- At least 2 years' experience in media planning for a consumer brand
- Good influencer relations or awareness of the "Who's Who" of the industry
- Experience working for a startup or company building consumer products