



Example of Manager Brand Communications Job Description

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Our company is looking for a manager brand communications. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for manager brand communications

- Monitor competitive market dynamics to develop and/or change marketing plans
- Lead Olympics Asset Strategy development & execution in support of the 4 month global launch window
- Accountable for the development and implementation of a Brand strategy, with the Manager, Retail Sales
- Continuously review and improve our customer Brand offer through research, competitor tracking and knowledge sharing, identifying and implementing value adding opportunities, in areas such as loyalty and prospecting
- Manage, coach and develop the Brand Communications Coordinator, Digital Communications Coordinator and Business Support & Communications roles
- Manage, coach and develop the Contracts Coordinator role, safeguarding contractual and investment issues for all UKM sales groups including claims and litigation support
- Identify and manage the delivery of measurable customer and consumer facing promotional activities in line with sales strategy and customer feedback
- Leading the development and enhancement of digital communications, including social media, extranet, internet and intranet sites
- Manage the co-ordination of major customer hospitality, events and exhibitions, allocating resources and driving through improvements to provide a cohesive, auditable approach
- Continuously review and improve the Marketing Sales Toolkit for all channels,

Qualifications for manager brand communications

- English / Chinese bilingual a plus
- Frequent travelling especially within the Arabian Peninsula
- Willingness to work at the client office in Stamford, CT 3-4 days per week
- Broad experience in marketing communications, global campaign development and execution
- Broad understanding of and passion for the outdoor sports and fashion/entertainment industry
- A passion for the outdoor industry