



Example of Manager Brand Job Description

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

Responsibilities for manager brand

- Support Head of Brand with specific projects and managing day-to-day brand and design workload
- Be a key contributor and representative in the Brand Working Group and Brand Design Team, other key brand-related groups or meetings
- Support management of corporate brand needs
- Work closely with the digital implementation team to ensure that the brand identity and architecture are properly implemented across websites and other digital channels
- Working closely with the Group Marketing Manager, rest of Johnson's marketing team and the commercial teams to ensure effective implementation of the brand marketing strategies
- Contribute and execute strong, functionally aligned brand tracking and monitoring performance of the brand
- Leads in the development of the Foodservice Business Plans through research, analysis and supporting activities
- Build strong relationships with colleagues in Marketing (immediate team)
- Provides key business counsel development of customer proposals with Sales to support the Category and teams growth objectives
- Act as analytics lead, sharing actionable Insights from diverse sources, including Direct Link and Technomic

Qualifications for manager brand

- Proactive with drive and energy to achieve results and is self-motivated

- Experience working with agencies/ design teams
- Excellent communications and networking skills
- Enthusiastic team player with an ability to contribute and influence
- Proficient in Microsoft Office and all Social Media Platforms