



Example of Manager Brand Job Description

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Our innovative and growing company is hiring for a manager brand. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager brand

- Collaborate and partner across KitchenAid Small Appliances, Retail Channel and Merchandising teams, Agency Teams
- Support Brand Experience initiatives and events
- Lead Brand Analytics, Budget Ownership with support from team
- Key agency contact, lead annual Statement of Work development
- Ensure all in-field materials, strategies and tactics are aligned in order to drive momentum of strategic brand objectives
- Develop, lead and coach direct reports (if applicable), forecast, monitor brand KPIs, manage budget and brand P&L (if applicable), track ROI measurements for all marketing activities in order to achieve or exceed brand plan objectives
- Assist with building new business development opportunities analysis of competition, new opportunities, categories, trends
- Managing the product – cost sheets, sell sheets, product samples, document review and preparation
- Deliver corporate sales, profit margin and EBITDA goals across a portfolio of directly managed brands
- Manage business analytics, forecasting, and planning

Qualifications for manager brand

- Fantastic organizational skills, as you will be managing many brands simultaneously
- Strong time management and follow-up

- Participate in creation of business operating plans and creation of complete marketing goals, strategies and tactics within plan
- Develop marketing communications plan and media schedule for each show
- Develop and monitor show marketing budget and creative work plan