



# Example of Manager Brand Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our innovative and growing company is looking for a manager brand. 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

- Develop and execute annual marketing plan activities, including local media strategy/plans for the assigned brand within a category
- Work with other functions (Supply, Sales and Finance) to develop and execute successful Brand Plans to deliver net revenue, gross margin, market share and profit targets within timescales and budget
- Provide monthly updates to business review and monitor market performance
- In close co-operation with the Trade Marketing team, identifying trade needs/opportunities, developing pricing and distribution strategies in line with trade promotions for brands
- Work with global/regional team to contribute to innovation, strategy and lead execution in the country
- Marketing budget on assigned brands
- Execute product launches agreed by Area/Region
- Monitor and analyze key marketing metrics (CPP, CPM, ) and campaign performance
- Leads development of 1 Year Brand Plans in line with Business OGSM
- Manages delivery of Brand performance in line with P&L metrics & targets

## Qualifications for manager brand

- Skilled in strong writing, project management and communication skills

- Strong teamwork, with experience working in cross-border culturally diverse cross-functional teamsProduct Management
- Minimum 5 years of experience in Marketing specifically in brand with 3 years in brand management
- Experience in FMCG will be an added advantage