



Example of Manager Brand Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for manager brand

- Adjust, update and communicate project plans as needed
- Delivering corporate sales, profit margin and EBITDA goals across a portfolio of directly managed brands
- Managing business analytics, forecasting, and planning
- Leading cross functional teams for various brand initiatives, including new product launches, packaging changes, and cost-saving initiatives
- Leading consumer and shopper marketing programs
- Efficiently managing all marketing and advertising budgets to achieve brand objectives
- Developing long-term growth strategies
- Profit & Loss ownership, including cost-improvement initiatives and linkage with Trade Marketing team
- Developing and executing annual marketing plans and 3 to 5 year strategic plans
- Articulate the vision and the strategy of the brand

Qualifications for manager brand

- Experienced in working in a global matrix environment
- Minimum 5 years experience in consumer marketing or closely related field
- Consumer durable goods, consumer packaged goods experience preferred
- Influence and present ideas to senior level management
- Thorough understanding on the healthcare industry(pharmaceutical and medical device markets) is a plus

