



Example of Marketing / Brand Manager Job Description

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Our growing company is hiring for a marketing / brand manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing / brand manager

- Work closely with the creative, demand generation and advertising operations teams to produce creative assets like ad copy, email copy, banners
- Manages processes to create best-in-class Advertising
- Successfully manage and deliver marketing tactics for events, conferences, and other brand initiatives across print, digital, video, advertising and PowerPoint
- Drive and implement new ideas, strategies and plans that will make our marketing outreach innovative and best in class
- Identify opportunities or validate plans and recommendations through extensive analytics, metrics and market research
- Engage senior level executives and client teams to sell-in and adopt new marketing ideas and practices
- Build the strategy for our global content marketing plans and oversee execution of related projects – from developing new content to sourcing content from across the firm and repurposing it for our needs
- Develop a range of communications (presentations, scorecards, internal plans, Town Halls) to update internal (clients) and external (agencies) stakeholders
- Ensure consistency across all campaign elements and around the world
- Pro-actively collaborate with internal stakeholders on related initiatives

Qualifications for marketing / brand manager

- Microsoft Office and PowerPoint expertise
- Strong oral and written communication skills and the ability to work well and influence others
- Expectations for team performance
- Understanding of customer needs, competitive positioning and storytelling to deliver compelling campaigns
- Strong interpersonal skills to inspire and build productive relationships with internal and external partners
- Understanding of metrics , Google Analytics and marketing automation tools is an advantage