



Example of Senior Brand Manager Job Description

Powered by www.VelvetJobs.com

Our growing company is searching for experienced candidates for the position of senior brand manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for senior brand manager

- Develop base brand messaging and innovation (primarily claims) pipeline for Ensure Direct to Consumer business
- ACTIVATION where the main task is to drive growth in your market by leading the execution of the brand marketing for a brand in line with country commercial strategy as set by the Area
- EQUITY where you will be responsible for delivering Communications excellence for the brand and will work with the agency partners, CMI Team and the selected Communications Lead to develop world class communication for the Brand
- INNOVATION where you will lead the area brand planning and implementation of NPD & EPD projects from Innovation Pack to launch across markets
- Obsess about Small Business Bank consumers – what drives them, where they need help, how we can help them – and extract those insights and learnings to fuel the Small Business Bank marketing strategy
- Work with internal and external stakeholders design and experience of the Program, in order to improve program uptake, customer satisfaction and drive patient outcomes
- Leading a cross-functional team to build and deploy your category growth plan
- Deployment of brand activities to build scale and physical availability
- Work with agency partners to develop and execute activation plans and elements in the brand media plan

Qualifications for senior brand manager

- Cross function and Agency collaboration and leadership
- Graduate with a minimum of 5 - 7 years of experience as a Brand Manager
- Familiar with basic marketing mix (communication, shopper engagement, ground activation, public relations)
- Have led and managed brand building campaigns/ product launches
- Have lead and manage New Product Development (NPD) activation and processes, especially regional engagement and coordination would be an added advantage
- Familiar with basic market trackers and market data