

Brand Manager Job Description template

Brand Manager Job Description Template/Brief

Our company is seeking a creative and strategic Brand Manager to lead our branding efforts. The Brand Manager will guide the development and execution of brand strategies to enhance market presence. The ideal candidate should have strong brand management experience, creativity, and a passion for storytelling.

Brand Manager Job Profile

The Brand Manager will be responsible for developing and implementing brand strategies that align with our business objectives. They will oversee brand messaging, market positioning, and promotional efforts to ensure consistent brand representation. This role requires strong project management skills and the ability to collaborate across departments.

Reports To

The Brand Manager reports to the Marketing Director.

Brand Manager Responsibilities

- Develop and implement brand strategies that align with company goals.
- Manage brand identity and ensure consistency across all communications and platforms.
- Conduct market research to understand customer insights and competitive landscape.
- Oversee the creation and delivery of marketing materials and campaigns.
- Collaborate with cross-functional teams to drive brand initiatives and projects.
- Monitor brand performance metrics and adjust strategies as needed.
- Manage relationships with external agencies and partners.
- Create and oversee content for social media and other digital platforms.
- Plan and execute brand events and promotional activities.
- Develop and manage brand budgets and forecasts.

Brand Manager Requirements & Skills

- Proven experience as a Brand Manager or in a similar role.
- Strong understanding of brand management and marketing principles.
- Excellent communication and storytelling skills.
- Ability to analyze market trends and translate them into actionable strategies.
- Experience with digital marketing and social media platforms.
- Strong project management and organizational skills.
- Ability to work collaboratively and build cross-functional relationships.
- Creative thinking and problem-solving skills.
- Bachelor's degree in Marketing, Business, or a related field.