

# Brand Manager Job Description

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## **Duties and Responsibilities:**

- Carry out assessment of market trends to obtain data useful in producing high quality products
- Liaise with marketers, product developers and R&D teams to develop and implement strategies effective in promoting the appeal of a brand
- Meet with clients to discuss brand specifications and preferences for a specific product/service
- Conduct assessment of products/services to ensure consistent brand quality
- Ensure company customer service operations allows for effective customer feedback
- Analyze marketing plans to ensure they are in line with brand strategies
- Oversee the development and implementation of media and design plans
- Create brand image that aligns with company values and standards
- Design and produce the packaging, visual concept and content of a company product
- Utilize information from market survey and customer feedback taking appropriate decisions relating to brand management
- Analyze sales records to determine products that require brand improvement
- Produce report and presentations on brand management activities and outcome of implemented strategies
- Oversee the creation of products with lasting impression such that fosters sales and increases customer base
- Ensure company production and marketing employees are familiar with brand concepts and goals
- Conduct research to identify new marketing opportunities that align with brand strategies.

## **Brand Manager Requirements – Skills, Knowledge, and Abilities**

- Education and Training: To become a brand manager, you require at least a Bachelor's degree in marketing, business studies, advertising, and in other related disciplines. Some employers may require an advanced degree in the same disciplines; therefore, having a Master's degree increases job prospects. Cognate experience in the field of advertising, marketing and sales is also vital for securing the brand manager job
- Communication Skills: Brand managers possess strong communication skills; they are able to employ the skill in creating a captivating and interesting content for a brand
- Listening: Brand managers are inclined to consider the opinion of consumers and clients to obtain information that serves as an indicator for the outlook of a brand
- Creative Thinking Skills: Brand managers are adept to coming up with innovative approach to the design and technique of marketing a product
- Research Skills: Brand managers are able to carry out internal and external evaluation and analysis of production and market trends.