

Brand Manager

Summary

The Brand Manager is responsible for ensuring that the products, services and product lines that fall under their domain resonate with current and potential customers. In addition to executing marketing campaigns, the Brand Manager delivers results for the brand level P&L focusing on net sales and market growth.

Essential Duties and Responsibilities

- Responsible for the overall performance of their brands, which includes working with clients to understand their brands P&L (Profit and Loss).
- Meets assigned monthly revenue and growth goals where applicable.
- Understands image and positioning in relation to their competitors.
- Responsible for identifying additional revenue streams for assigned brands.
- Responsible for securing sponsorships for select ministry events and initiatives.
- Plans, develops and implements marketing initiatives and activities for assigned brands and/or products.
- Manages all Market Research, Advertising & Promotion, New Product Development and related activities.
- Meets or exceeds marketing performance measures.
- Develops and implements marketing strategy to effectively reach customers, communicate the value proposition of the product, and influence purchase of product and/or service.
- Provides monthly product updates to management.
- Achieves product marketing objectives.
- Manages the details and logistics of the primary events and conferences for the ministry.
- Other duties as assigned.

Key Attributes

- Operate with a sense of urgency and a high attention to detail.
- Excellent project management, communication, organization and file management skills.
- Sound knowledge of marketing principles.
- Up-to-date knowledge of new technologies and ability of applying it to marketing principles.
- Ability to work individually and ability to handle self-driven projects efficiently.
- Conversant with report writing, business procedures and correspondence.
- Ability to manage multiple simultaneous projects and work assignments from a variety of staff and ministry leaders.
- Exceptional time and schedule management; ability to see projects through to accurate and timely completion.
- Ability to build relationships with internal and external customers.
- Works diligently to understand the target audience and their product / service needs; understands the value of research and competitive set awareness.
- Effective presentation of information and strong spoken language skills for responding to questions from managers, clients and the general public.