# POSITION: BRAND MANAGER

**Position Description:**

The Brand Manager is responsible for developing brand strategy, growth, marketing campaigns and oversee a wide array of business functions including branding, communication channels, product development, online and offline promotions, and market research. The job holder will report to the sales & marketing head

**Key Responsibilities**

- Analyse how positioning in the market and crystallize targeted consumers insights
- Take brand ownership and provide the vision, mission, goals and strategies to match up to
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to "take action"
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Coach the team and get the best from everyone
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor product distribution and consumer reactions
- Anticipate bottlenecks
- Brainstorm new and innovative growth strategies
- Align the company around the brand's direction, choices and tactics
- To perform any other duties as may be assigned by the Management from time to time.

**Experience & Qualification**

- Must have an MBA marketing option or an equivalent
- Minimum of 6 years' work experience as a Brand Manager preferably in FMCG
- Ability to translate data into compelling insights that resonate with business leaders

**Personal Attributes**

- High work ethic, tenacious and an ability to work without close supervision
- Strong facilitation skills including an ability to confidently engage with senior leaders
- Adaptability and flexibility – willing to work on a variety of projects and perform in multiple roles
- Excellent knowledge and application experience in brand strategy development, brand planning, product development and customer engagement.
- Budget development and oversight experience

- Demonstrate ability to work with advertising agencies on brand creation and management