SELF-STUDY QUESTION 7

EXPLAIN ANY 6 DUTIES OF A BRAND MANAGER

Brand Manager Job Description

The Brand Manager is responsible for driving the growth of the brand within an organization and ensuring all aspects of its marketing and manufacturing match.

Duties of a Brand Manager include

* Managing all aspects of the brand through the supply chain both tangible and intangible.
* Analyzing the brand and current strategy and highlighting areas of weaknesses or conflicting messages.
* Creating a brand plan and brand strategy and ensuring all aspects of the product or companies marketing and activities align with the ethos and goals of the brand.
* Sourcing suppliers and products that fit with the context of the brand.
* Creating an enduring brand message that results in increased sales, brand loyalty and improving market share.
* Championing the brand internally making sure all elements of the company understand the brand and its goals.
* Working closely with all parts of the company to ensure commercial goals of the brand are met.
* Developing and sustaining strong working relationships with all stakeholders.
* Playing a key part in buying, sourcing and manufacturing of the brands products and ensuring all aspects of the supply chain align with the brand.
* Developing high quality and effective marketing materials that align correctly with the overall brand strategy.
* Realistic forecasting of sales and volume for the brand ensuring all parts of the company are geared accordingly.
* Presenting the brand strategy to directors and sales and marketing teams at internal meetings and conferences.
* Managing external agencies and ensuring marketing budgets are met.
* Seek out new marketing opportunities that fit with the brand and maximizing all opportunities for growth.