

BRAND MANAGER

Marketing Department

JOB TITLE: Brand Manager

POSITION OVERVIEW

We are looking for a Brand Manager to develop and execute brand strategies for our product portfolio.

KEY RESPONSIBILITIES

- Develop and implement brand strategies
- Manage brand positioning and messaging
- Coordinate marketing campaigns and promotions
- Analyze market trends and consumer insights
- Collaborate with cross-functional teams

REQUIREMENTS

- 5+ years of brand management experience
- Experience with brand strategy and positioning
- Strong analytical and creative skills
- Bachelor's degree in Marketing or related field

ESSENTIAL SKILLS

- Brand strategy development
- Market research and analysis
- Campaign management
- Cross-functional collaboration

BENEFITS

- Competitive marketing salary
- Performance bonuses