

## **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