



Position: Associate Brand Manager
Independent Brand Manager

Position Description: Brand Managers are the people who oversee the overall direction of a company and its outward image. You're creative and possess a strategic mind and have experience in implementing targeted goals and objectives, we'd like to meet you.

We are looking for account brand managers to help us build out and manage client brands using The Brandy K "It's More Than Design" Marketing Blueprint and ideology.. You'll work across all levels and departments of our clients' organizations while also representing The Brandy K brand.

Job Description

Associate Brand Managers at The Brandy K will serve as professionals who are responsible for ensuring that their company's products, services, and product lines resonate with current or potential customers. In addition, they monitor marketing trends as well as keep an eye on competitive companies in the marketplace so they can stay ahead of competition.

Knowledge, Skills, and Abilities

- Proven working experience as Associate Brand Manager or Project Manager
- Proven ability to develop brand and marketing strategies and communicate recommendations to executives
- Experience in identifying target audiences and devising effective campaigns
- Excellent understanding of the full marketing mix
- Strong analytical skills partnered with a creative mind
- Data-driven thinking and an affinity for numbers
- Up-to-date with latest trends and marketing best practices
- Collaboration and relationship management.
- Strong communication skills.
- Relentless customer focus.
- Analytical thinking and creative storytelling.
- Tech and social media savvy.
- Data-driven approach
- Degree in marketing or a related field

Responsibilities:

- Analyze brand positioning and consumer insights
- Shape and communicate our vision and mission
- Translate brand elements into plans and go-to-market strategies
- Manage a team of marketing people working on brand initiatives
- Lead creative development to motivate the target audience 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 ROI and KPIs
- Monitor market trends, research consumer markets and competitors' activities
- Oversee new and ongoing marketing and advertising activities
- Monitor product distribution and consumer reactions
- Devise innovative growth strategies



- Align the company around the brand's direction, choices and tactics

Physical and Environmental Requirements

This is a 100% remote position. Must own a computer compatible with software used by the company. All software and software access will be provided at no cost by the company.

Compensation

This position is commissioned based with the possibility of bonus pay-outs if applicable to accounts managed.

Position Mobility

Associate Brand Managers with 9 months of service and who have successfully completed “It's More Than Design” Marketing BluePrint Apprentice Certification Level: 1 are eligible to apply for a role as an independent Brand Manager which has a higher commission rate.

Disclaimer

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Please submit your application [here](#).