Job Title: Brand Manager

Location: UK

Salary: Competitive, dependent on experience

Job Type: Full-time

Job Description:

We are seeking an experienced Brand Manager to join our team in the UK. As a Brand Manager, you will be responsible for developing and implementing strategies to build and promote our brand. You will work closely with cross-functional teams to ensure that our brand messaging is consistent and aligned with our company's goals and objectives.

Responsibilities:

* Develop and implement brand strategies to increase brand awareness and equity
* Conduct market research and analysis to identify market trends and opportunities
* Develop and manage marketing campaigns to promote our brand
* Work with cross-functional teams to ensure that our brand messaging is consistent across all channels
* Develop and manage relationships with external partners and agencies
* Manage budgets and allocate resources effectively to achieve marketing objectives
* Analyze and report on campaign performance and make recommendations for future campaigns
* Develop and maintain brand guidelines and ensure compliance across all departments
* Stay up-to-date with industry trends and best practices

Requirements:

* Proven experience as a Brand Manager or similar role
* Excellent communication and interpersonal skills
* Strong analytical and problem-solving skills
* Ability to work independently and as part of a team
* Experience using marketing analytics tools and other relevant tools
* Bachelor's degree in Marketing, Business Administration, or a related field
* Experience in the consumer goods industry is preferred

If you are a creative, results-driven individual with a passion for branding and have the required experience and skills, we would love to hear from you. Please send your CV and cover letter to us for consideration.

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