



JOB DESCRIPTION – BRAND MANAGER

Job Title: Brand Manager

Department: Marketing and Advertising

Reports To: Head of Marketing

Job Overview

As the Brand Manager at Trendie, you will serve as the strategic architect and steward of the company's brand identity. This pivotal role requires you to shape and maintain a cohesive and compelling brand presence across all marketing and communication channels. You will be responsible for creating and executing comprehensive brand strategies that are in alignment with organisational objectives, ensuring our brand remains relevant, competitive, and resonates deeply with our target market. Your leadership will be instrumental in fostering a unified and consistent brand image that encapsulates Trendie's vision and values.

Key Responsibilities

- **Brand Strategy Development:** Formulate, implement, and oversee innovative brand strategies that align with business goals, driving market growth, competitive positioning, and long-term brand equity.
- **Integrated Marketing Campaigns:** Lead the end-to-end planning and execution of cross-channel marketing campaigns, aimed at enhancing brand awareness, increasing customer engagement, and bolstering market presence.
- **Brand Messaging Consistency:** Ensure that brand messaging remains consistent, cohesive, and reflective of Trendie's identity across all touchpoints, including digital platforms, print media, and customer communications.
- **Cross-functional Collaboration:** Act as a liaison between marketing, product development, sales, and creative teams to ensure all brand-related initiatives are aligned with overarching business strategies and delivered seamlessly.

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- **Market Research & Consumer Insights:** Conduct ongoing market research, competitor analysis, and consumer behaviour assessments to provide data-driven insights that refine brand positioning and strategy.
- **Brand Performance Monitoring:** Track and analyse brand performance metrics, leveraging insights to adjust strategies, enhance brand visibility, and foster deeper customer loyalty.
- **External Partnerships Management:** Develop and maintain relationships with external agencies, media partners, and influencers to optimise the brand's reach and ensure consistent representation across all channels.

Qualifications and Experience

- **Education:** A Bachelor's degree in Marketing, Business, Communications, or a related discipline is essential. A Master's degree in a relevant field is highly regarded.
- **Experience:** A minimum of 3–5 years of demonstrated success in brand management, marketing, or a related field, with a proven track record in developing and executing brand strategies.
- **Skills and Expertise:** Profound understanding of branding principles, consumer psychology, and market trends. Expertise in managing marketing campaigns, product launches, and brand positioning within competitive industries.
- **Teamwork and Collaboration:** Demonstrated ability to work collaboratively within cross-functional teams and lead brand initiatives effectively, ensuring cohesive project management and execution.
- **Communication and Leadership:** Exceptional verbal, written, and presentation skills, combined with strong leadership capabilities to inspire and guide both internal teams and external partners.



Skills and Competencies

- **Creativity and Strategic Vision:** A strategic thinker with the creativity to generate original ideas that enhance brand appeal and drive market impact.
- **Leadership and Team Influence:** Strong leadership abilities, with experience in leading and mentoring teams, promoting a culture of creativity, collaboration, and excellence.
- **Technical Proficiency:** Expertise in using industry-standard tools such as Adobe Creative Suite, market research platforms, and data analytics tools.
- **Analytical Thinking:** A strong analytical mindset, with the ability to interpret data, derive actionable insights, and develop strategies that drive measurable business outcomes.
- **Attention to Detail:** A meticulous approach to ensuring every piece of brand communication maintains high quality and adherence to brand standards.

Working Conditions

This is a full-time role based at our head office, with occasional travel required for events, meetings, or collaborations with external partners. Flexibility in working hours may be needed during major campaigns or product launches. The role demands effective multitasking, as you will be managing numerous projects simultaneously across different teams.

Key Performance Indicators (KPIs)

- **Brand Awareness:** Metrics to evaluate brand recognition, customer recall, and emotional connection with the brand.
- **Campaign Effectiveness:** Measurement of campaign success through customer engagement rates, conversion metrics, and return on investment (ROI).
- **Message Consistency:** Assessing the consistency and alignment of brand messaging across all platforms and communications.
- **Market Impact and Share:** Tracking improvements in market share, customer retention, and brand loyalty.
- **Strategic Alignment:** Ensuring brand strategies are in sync with overall corporate objectives, contributing to business growth and competitive advantage.

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Trendie

Company Values and Culture

At Trendie, we pride ourselves on fostering a culture that values innovation, creativity, and a strong connection with our customers. As the Brand Manager, you will be expected to embody these values, contributing to an environment where brand growth and customer engagement flourish.

Career Path

The Brand Manager position at Trendie offers a clear path for progression into senior roles such as Senior Brand Manager, Director of Brand Strategy, or even Chief Marketing Officer (CMO). This is an excellent opportunity for growth and leadership within a dynamic and forward-thinking organisation, with the ability to influence the future direction of our brand.

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