



Job Description
Position: Brand Manager

Job Summary

A Mind Dance Marketing, Inc. Brand Manager is responsible for the comprehensive management of client brands as assigned. Brand Manager works daily with respective clients and MDM leadership to develop and maintain strategic marketing plans, media plans and budgets that increase brand awareness and annual sales. Actively seeks and manages in-market partnerships that align with established market goals. Serves as central point of market communication, and is responsible for travel, facilitation and leadership for in-market meetings.

Essential Functions

- Manage and enhance client brands through focused and comprehensive strategic planning.
- Coordinate communication and process flow between the marketing, creative, sponsorship, and legal departments.
- Build and manage, with the support of leadership and accounting, annual marketing budgets per client.
- Develop and implement innovative plans that increase sales, brand and growth.
- Drive profitable sales, brand growth, and loyalty for clients.
- Manage client, vendor, sponsorship, and contractor relationships.
- Develop and execute brand management plans from start to finish.
- Create and enhance agency and partner relationships.
- Leverage customer insight data / feedback to refine brand management.
- Ensure brand communication for areas of responsibility are consistent with the company and brand positioning.
- Develop and implement media planning, buying, and innovation strategies.
- Coordinate and manage content, sharing among departments, peers, and clients.
- Manage creative and design for collateral, web, social, digital, product packaging, and other visual communications.
- Assist in development and refinement of uniform graphic standards and visual brand strategies.
- Schedule, assign, and serve as lead for day of activation.
- Ability to manage multiple, high-level project's simultaneously.
- Ability to problem solve in high pressure situations.
- Ensure that project timelines are effective and deliverables arrive as scheduled.
- Contribute to other MDM projects and work with other teams.
- Other duties as assigned.

Position Requirements

- Possess 3-5 years marketing experience.
- Ability to give a presentation to large & small groups.
- Manage annual budgets.
- Excellent written, verbal, and communication skills.
- Solid negotiation skills.
- Leadership abilities.
- Proficient in Microsoft Office.
- Ability to lift 25 pounds.
- Nights and weekends required.
- 20% travel required.
- Valid drivers license.

Please submit cover letter and resume to:
careers@minddancemarketing.com

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