

Brand Manager

Description

The Brand Manager is responsible for developing and implementing brand strategies that drive business growth and strengthen brand awareness. This role oversees marketing campaigns, brand positioning, product launches, market research, budget management, and cross-functional collaboration to ensure a consistent and impactful brand presence across all marketing channels

Responsibilities

- Develop and execute comprehensive brand strategies to increase brand awareness and business growth.
- Conduct market research to identify consumer insights, market trends, competitor activities, and brand expansion opportunities.
- Define and maintain brand positioning across all marketing channels.
- Manage brand identity and ensure compliance with brand guidelines.
- Plan and execute ATL, BTL, and Digital Marketing campaigns.
- Enhance brand visibility through strategic marketing initiatives.
- Lead new product development and successful product launch campaigns.
- Plan and evaluate consumer promotions to improve brand engagement.
- Collaborate with sales, trade marketing, and other departments to ensure brand consistency.
- Build and maintain strong relationships with key principals and stakeholders.
- Develop and execute integrated marketing campaigns to improve customer engagement.
- Manage marketing budgets and channel development initiatives.
- Monitor brand performance metrics and optimize marketing strategies accordingly.
- Stay updated with industry trends and market developments to support strategic decision-making.

Job Benefits

- **Basic Salary:** Rs. 200,000 – Rs. 250,000
- **Net Salary:** Rs. 200,000 – Rs. 250,000
- **Additional Benefits:**
 - Vehicle allowance
 - Fuel reimbursement
 - Food allowance
 - Lounge cost reimbursement

Qualifications

- Bachelor's Degree or professional qualification in **Sales & Marketing** from a recognized institution.
- **2–3 years** of experience in marketing or brand management.
- Proven success in planning and executing marketing campaigns.
- Experience managing cross-functional teams in a dynamic business

Hiring organization

Lanka Talents Creations (Pvt) Ltd

Industry

Automobile Industry

Employment Type

Full-time

Job Location

Colombo, Colombo

environment.

- Strong knowledge of digital marketing, market research, and data-driven decision-making.
- Excellent communication, negotiation, and analytical skills.
- Creative mindset with a passion for branding and consumer behavior.

Contacts

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