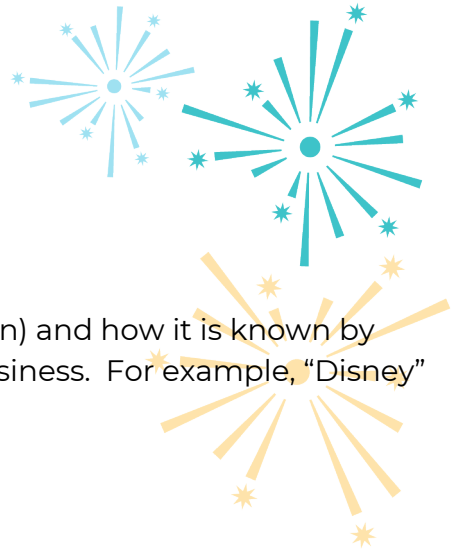


CAREER BRIEF

(Grades 9-12)

BRAND MANAGER



WHAT IS A BRAND AND BRANDING?

A brand is the personality of a business (product, service or organization) and how it is known by people. It's the first thing you think of or feel when you recognize a business. For example, "Disney" is known for being fun, caring, creative and imaginative.

Branding shapes people's opinions about a business.

WHAT IS A BRAND MANAGER?

A Brand Manager helps build the connection between a product and its customer. They are responsible for shaping the thoughts and reactions people might have when they hear the brand's name.

WHAT DOES A BRAND MANAGER DO?

A Brand Manager has many responsibilities, including the following job tasks.

- Gathers information to determine where the brand fits amongst its competitors.
- Develops goals to increase the brand's value through marketing and communications strategies.
- Assists with introducing new products and product pricing
- Reports to their team about sales, budgets and how a brand can reach more customers.
- Protects their brand by making sure the brand stays consistent and is not copied.

***Fun Facts: Did you know that....** McDonald's originally sold hot dogs, not hamburgers? Google was originally known as BackRub? Twitter's bird is called Larry?

EDUCATION

- College degree in business administration, marketing and/or management.

TRAINING

- Several years of on-the-job marketing and branding experience.
- Brand or product management certification.

SKILLS

- Strong written and verbal skills.
- Leadership and organizational skills.
- Budget management skills.
- Strong research and forecasting skills.

EXPLORING THIS CAREER

- American Marketing Association: AMA.org
- Learning Hub: <https://learn.g2.com/brand-manager>
- Indeed: Search "Learn about being a brand manager"