

Brand Manager - Retail

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Company: Blu Digital

Location: United Kingdom

Category: other-general

Brand Manager - Retail

Remote

Our client, a niche retail brand, is looking for an experienced Brand Manager to join their team on an initial 1 year contract with the strong possibility to extend beyond this.

The role is mostly remote, with occasional visits to their UK HQ, and paying between £45k to £55k, plus benefits (depending on experience).

You will have experience working with FMCG brands and delivering FMCG marketing campaigns, and retail touchpoint content, working with sales teams, in-house creative teams, and operations teams.

The ideal person will be able to set and execute brand strategy and manage the brand budget. You will be able to provide insight into ROI data and EPOS performance and manage consumer research initiatives.

You will also be able to identify areas of opportunity, help with NPD/launches and Go to Market strategy, and have strong project management skills.

Ideally, you will work well in a team, have strong stakeholder management experience and be able to work autonomously. You will be a problem solver and be data-driven.

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Cross References and Citations:

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