JOB DESCRIPTION

| **TITLE** | BRAND ACTIVATION MANAGER |
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| **Reports To**  | [insert title] |

**Job Purpose**

The Brand Activation Manager develops and implements marketing campaigns to strengthen brand presence and customer engagement. This role ensures brand consistency across all marketing channels and collaborates with internal teams to drive business growth.

A successful Brand Activation Manager is creative, strategic, and detail-oriented. The incumbent stays current with marketing trends and ensures that marketing campaigns align with business objectives.

**Duties and Responsibilities**

Overall Responsibilities:

* Lead the development and execution of marketing campaigns and promotions.
* Maintain brand consistency across all customer touchpoints.
* Develop and manage the annual marketing campaign calendar.
* Collaborate with internal teams to align brand messaging and marketing strategies.
* Support franchisees and business consultants with marketing initiatives.
* Track and analyze campaign performance, making data-driven recommendations.
* Conduct competitive research and identify market trends.
* Oversee compliance with marketing regulations, including CASL and AODA.
* Manage relationships with external vendors and marketing partners.
* Ensure marketing projects are completed on time and within budget.
* Perform additional duties as assigned.

**Qualifications**

* Bachelor’s degree in Marketing, Advertising, Sales, or a related field.
* X years of experience in marketing and campaign management.
* Proven project management and organizational skills.
* Ability to analyze market trends and campaign performance.
* Previous experience with CASL and applicable electronic communication regulations.

**Core Competencies**

* Excellent communication and leadership abilities.
* Strong strategic planning and execution skills.
* Creative problem-solving and innovative thinking.
* Ability to work collaboratively across departments.
* Detail-oriented with strong analytical skills.
* Customer-focused mindset with a results-driven approach.

**Working Conditions**

* Work schedule is [insert schedule, e.g., 8 am to 5 pm Mondays to Fridays].
* Hybrid work model, requiring in-office presence at least two days per week.
* Occasional travel for events, client visits, and campaign launches.