

Career Profile: Brand Manager



In today's fast paced world, it is important for brands to leave an impression on consumers. A Brand Manager is involved in an organisation's marketing campaigns. They look at consumer insights and generate strategies to grow the market share of a brand and oversee product development and monitor trends that may indicate the need for new products and services.

Their aim is to improve the reputation and customer experience of an organisation whilst driving growth and leaving a lasting impression among consumers.

Also known as: Marketing Specialists, Marketing Consultant, Marketing Officer.

What would my working day look like?

Some of the tasks you may complete are:

- ▶ Develop and monitor marketing campaigns for an organisation
- ▶ Research and understand where the organisation sits within the construction industry and its competitors
- ▶ Manage budgets relating to brand management
- ▶ Research and analyse data on marketing campaigns and brand awareness
- ▶ Ensure compliance with legal and organisational policies when developing material
- ▶ Work on different methods for campaigns including print, web, social media, television and radio
- ▶ Report to the marketing manager on brand activities
- ▶ Monitor and evaluate trends in the market and competitors
- ▶ Analyse and report on the effectiveness of the current marketing strategy and whether it is reaching its target audience, driving growth and having a positive influence for the brand.

I might enjoy this job if:

- ▶ I am good at persuading others
- ▶ I like to start and complete projects, paying careful attention to detail and accuracy
- ▶ I like being creative and can see the big picture of a project
- ▶ I handle stress and stressful situations with a level head and can meet deadlines
- ▶ I like studying English, Media, Art and Business Studies

Working conditions and hours

You will work with other specialists such as marketers, communication and digital specialists and other managers involved with marketing the brand. Your work will mostly be in an office environment using computers and software suitable for writing reports and developing brand materials as well as the use of client management systems. At times you may be required to travel for work and can expect to work evenings and weekends to meet deadlines. You may work full-time (generally 44 hours per week) and/or on a contract basis.

How do I become a Brand Manager?

To become a Brand Manager, you need a formal qualification in marketing and communications, which may be a vocational qualification complemented with substantial practical experience or a bachelor's degree. To get started if you're still at school, you can enrol in the Certificate II in Building and Construction-Paraprofessional (Business) pathway. Otherwise, you may like to complete a qualification through a Registered Training Provider in Marketing and Communications, Business or Media Studies.

Future pathways and opportunities

Some experienced Brand Managers go on to set up their own consulting firms and work with external clients. If you have completed a bachelor's degree, you may like to further your studies with post graduate studies that could lead you into digital and social media, luxury branding, commerce, public relations or business administration international.

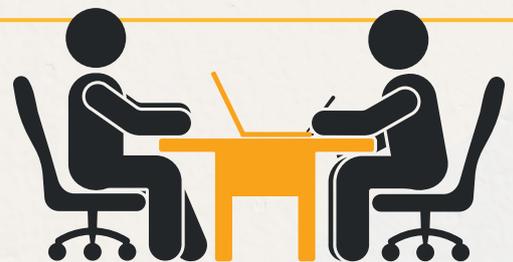
Average Pay

Up to **\$1,737** per week depending on your qualifications, experience.

(Source: Job Outlook)

What skills and personal qualities do I need?

- ▶ Have good communication and interpersonal skills
- ▶ Be a team player
- ▶ Enjoy keeping up with new technologies and trends
- ▶ Have an eye for detail and an accurate approach to work
- ▶ Be a problem solver, creative and innovative thinker
- ▶ Good organisational and time management skills



Next Steps

Further information can be found at:

- ▶ Jobs and Skills WA – www.jobsandskills.wa.gov.au
- ▶ Australian Apprenticeship Pathways – www.aapathways.com.au
- ▶ The Good Universities Guide – www.gooduniversitiesguide.com.au
- ▶ Job Outlook – www.joboutlook.gov.au