

CAREER BRIEF

(Grades 3-5)

BRAND MANAGER



WHAT IS A BRAND?

A brand is what people think about a business when they hear its name. For example, “Disney” is known for being fun, caring, creative and imaginative.

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 about the brand’s competitors.
- Develops goals to increase the brand’s value.
- Assists with introducing new products to customers.
- Reports to their team about how much money the brand is making.

***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

- Branding experience.
- Brand or product management certificate.

SKILLS

- Strong written and verbal skills.
- Leadership and organizational skills.
- Management skills.

Products are made in the factory, but brands are created in the mind. -Walter Landor