

BRAND MANAGER

Agricultural brand managers utilize market and research analysis of specific products for promotion to ensure sales targets.

WHAT RESPONSIBILITIES WILL I HAVE?

- Manage brand from idea to execution
- Liaise with internal and external sales, operations, finance and communications teams
- Drive new product innovation and line extensions for the brand
- Oversee packaging design
- Develop sustainable points of difference versus the competition
- Create micro-marketing and themed programs tailored to regional/key accounts
- Deliver volume and gross margin as per product budget
- Prepare performance data as per sales plan, including estimated sales volume and related expenses
- Prepare advertising and promotion of products
- Contribute to a broader digital strategy
- Develop and refresh sales templates, presentations, and sell sheets
- Develop key relationships with suppliers and end users
- Monitor key performance metrics to track brand performance and make adjustments to plan as needed
- Coordinate appropriate tradeshow events
- Review complaints and suggestions relative to the assigned products
- Manage inventories of products to region targets
- Maintain contact with distribution centers and important customers to enhance promotion efforts
- Remain abreast of industry trends and changes and apply appropriate knowledge to modification of product(s)



WHAT EDUCATION & TRAINING IS REQUIRED?

A bachelor's degree in business administration, marketing or a field relevant to your choice of industry

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, English, art, computer and business courses, mathematics

TYPICAL EMPLOYERS

Medium to large-scale agricultural companies, advertising or marketing agencies

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- National Agri-Marketing Association
- Public Relations Society of America
- Association of Product Management and Product Marketing

AVERAGE ANNUAL FULL-TIME SALARY

\$110,000