

Brand Manager Job Description

The role of Brand Manager is wide and varied. As such it is an interesting role but requires multiple skills – there is almost nothing that is not involved in Brand Management – buying, selling, marketing, pricing, ordering.

Selling is, of course, the primary function and within the sales role there are two target customers we are aiming at – the Retailers (shops) and the consumers (end users). These are two distinct groups and require two distinct and different actions - albeit that the actions on one may sometimes overlap with the other. Our role is not simply to sell in the product to the retailer and forget about it – we are also trying to drive consumers to our retailers and to persuade them that our brand offerings are the best option for their chosen sport.

Retailer Base

Looking after the UK retailer base and developing this to ensure that we have the best retailers covering the whole of the UK and Eire. This will involve calling on retailers on a regular basis to show them new products and convince them to build our brand(s) within their stores. You will need to come up with ‘added value’ promotions to reinforce our brand values and drive consumers to the stores thus demonstrating and reinforcing the retailer decisions to stock our products.

The single most important thing within this role is to have a happy retailer base and to ensure that, wherever possible, they are stocking your brand as the “number ONE’ within their store.

The bottom line is that if the retailers buy our stock – they will sell it. At the same time we want to drive consumers to their stores – this will convince/reinforce the retailers understanding that we are doing a great job.

Consumer actions/marketing

As well as being involved in the decisions on advertising and marketing there will be ‘hands on’ consumer actions such as

- Taking technical enquiries from consumers (phone, letter, email)
- Demo days and racing event attendance
- Public shows
- Promotions and competitions

Many consumer promotions may seem as if they are totally consumer lead when, in fact, they are undertaken with half an eye on the retailer.

Marketing

All aspects of marketing the products will be part of the BM's job and whilst we have a Marketing Department this is to support the BM and is not to drive the BM in their role.

Advertising
Trade Shows
Race Team

Product Tests
Magazine Liaison

Pricing

Agreeing UK and Eire pricing strategy, dealer margins and retail prices – ensuring that this is 'in line' with Europe

Negotiating with suppliers to ensure that we are getting the best possible deal and maximising our margin

Ensuring that the Ultra Sport objectives are met.

Working with MD, FD and SD in all aspects of pricing and forecasting

Supplier relations

Attending conferences and events around the world to review new products and to uncover new marketing initiatives

Keeping close contact (phone/fax/email) with suppliers and our colleagues in other countries to keep in touch and on top of new products and new marketing initiatives

Ordering

Working with our FD to ensure orders are placed in accordance with supplier demands (sometimes up to 8 months in advance) and to ensure that adequate stock levels are maintained to service 'in season' sales.

Accounts

Working with our Accounts department to ensure that debts are paid and we do not suffer any bad debts.

Average working week

There is no such thing as the 'average working week'. Some weeks will be spent Mon-Friday 'on the road' and other weeks may incur 5 days in the office. It is a mix with approximately 50% of the time away from the office. There can be a high demand for weekend work – shows, events etc etc.

Skills

A natural sales ability (personality) is important. An ability to handle your own correspondence and be computer literate (Word/Excel/Email) is vital. A driving licence!

Other information

Non-smokers only please. Position is based in Castle Donington. Must be healthy and relatively fit. Should have a good technical knowledge of at least one of our sports and should be an active participant.

To apply, please send your CV to:

Gordon Way

E: Gordon@ultrasporteu.com

T: 01332 813 150