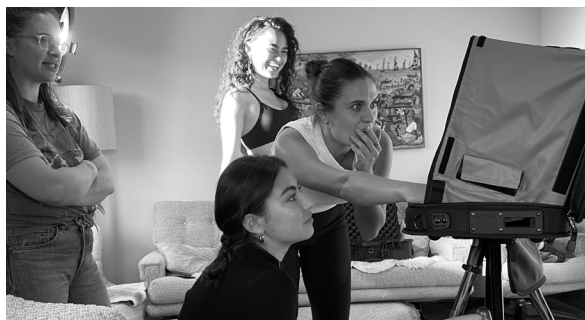


BRAND MANAGER

A brand manager oversees, develops and manages the overall identity of a business. They are the guardians of the brand, responsible for ensuring that products, services, and product lines resonate with current and potential customers and that all marketing and communications have a consistent tone of voice. Brand managers' tasks may vary between organisations, however, understanding the brand's customers is a key part of this role. They often work closely with design and product development teams, marketing departments, public relations and sales to ensure a cohesive strategic positioning of the business in the market, maintain relationships and identify future market opportunities.

ROUTES IN

A degree in marketing and communications, or fashion management is desirable. Work experience in a fashion retail business can also be a route into this career, and will give you a good head start when applying for jobs.



SKILLS NEEDED

- Excellent grasp of the target market and potential target markets
- Excellent communications skills
- Branding, communications and marketing strategy skills
- An understanding of trends, and thinking outside of the box
- Creative and storytelling skills
- Data Analysis skills - quantitative and qualitative
- Organisational skills, and ability to meet deadlines and budgets

STUDY

- ▶ Business Marketing and Communications
- ▶ Business Management
- ▶ Fashion Management
- ▶ Fashion Communications / PR
- ▶ Production companies
- ▶ Consumer Behaviour / Psychology

COMPANIES LOOKING FOR THIS ROLE

- ▶ Fashion Brands and Designers
- ▶ Retail businesses
- ▶ Agencies

POSSIBLE CAREER PATHWAYS



NAME Holly

POSITION Global Brand Director,

Kaiurungi Kaupapa

COMPANY AWWA Period Care

A TYPICAL DAY

A typical day would see planning for future product releases, at any stage of the design process from analysing customer requests to feeding back on colour lab dips. I'll also be planning & directing photo shoots, finalising product pages on our website, and managing implications due to delays in production and stock. Holding marketing team meetings, planning campaigns, discussing brand partnership opportunities and export, and reviewing upcoming influencer activity. Providing feedback or sign-off on brand artwork for our website, advertising, EDMs, and packaging.

I'll regularly meet with our COO and CEO to prepare strategic plans in line with yearly goals. I also prepare briefs and pitches for our creative partners and retail prospects. Whilst also monitoring media, trends, and competitors' activities. And the odd crisis management!

WHO DO YOU WORK WITH

- Brand Content Manager
- COO and CEO
- Creative Partners & contractors (external)
- Our Media & PR Teams (external)

CAREER JOURNEY

I've worked my way up through marketing roles in a variety of industries. I started out in investment banking in London and then moved into advertising back in New Zealand. Four years ago I started my own small resort brand Waihetian, making sustainable swimwear, merging my creative passion with my lifestyle values and that was the trigger that impacted my career aspirations. Two years ago I left my strategy role in advertising and started at AWWA.

My advice would be to not let lack of industry experience get in the way of your aspirations and dreams, marketing is essentially understanding human behavior and key moments, needs, values, and where your brand solves or supports these.



LOVES

Definitely the creative & strategic aspect. Having a hand in how visually the brand comes to life through purpose-led storytelling, product development & design, through meaningful action in removing the stigma around periods.

CHALLENGES

Inserting a trail-blazing product solution into a traditional outdated category.

Convincing menstruators to ditch tampons and pads in favour of sustainable period undies.

Convincing someone to change their ways of managing their cycle ingrained in them since being a tween.