

CAREER BOOSTER

Advertising brand manager salary

An advertising brand manager's salary is between \$73,000 and \$96,000 dollars a year with a median national average of \$84,000 a year. The higher end of the pay scale requires a bachelor's degree and four or more years of experience in the industry.

In order to become an advertising brand manager it is important you understand that identity is the most important one thing for a product in today's aggressive marketplace. This statement is the basis for the responsibilities of the advertising brand managers' position within the advertising industry. An advertising brand managers' main objective is creating a lasting impression among consumers, growing product sales and growing the products market share. An advertising brand manager keeps an eye on market trends and oversees advertising and marketing activities

to ensure the correct message is delivered for their product or service. Advertising brand managers work closely with different teams within the company, including product developers, researchers and creative agencies ensure their company brand image is portrayed properly. Advertising brand managers usually work, from nine to five, Monday to Friday. Evening and weekend work may arise in order to meet deadlines.

Competition for the advertising brand manager's position is high, and most managers move into the position after

gaining experience in product development or marketing. There is no set entry route for entering into an advertising brand manager position, but the majority have a degree in business studies or marketing, as well as advanced business experience within the industry. Some experienced brand managers move towards consultancy work or set up their own specialist agency. An advertising brand manager needs to have good analytical skills, great communication skill both verbally and written, they must be organized.

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