# Brand management BRMG

Developing and managing a brand strategy to establish, enhance, and sustain brand identity, positioning, and value aligned with organisational goals.

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| **Guidance Notes:**  Activities may include, but are not limited to:   * conducting brand research and analysis to inform brand strategy development * defining brand positioning, values, personality, and value proposition * creating and managing brand identity elements, such as logos, colour palettes, and typography * developing brand guidelines and ensuring consistent application across all touchpoints * managing brand portfolios, architecture, and extensions * monitoring and analysing brand performance metrics and consumer perceptions * collaborating with internal stakeholders to align brand strategy with overall business objectives * partnering with external agencies and vendors to execute brand initiatives and campaigns * continuously refining and adapting brand strategy based on market trends and insights. |

## Level 4

Contributes to the development and implementation of brand identity elements and guidelines. Assists in conducting brand research and analysis. Ensures consistent application of brand standards across assigned projects. Monitors brand performance metrics and reports on key findings.

## Level 5

Leads the development and execution of brand strategies and plans. Defines brand positioning, values, and value proposition. Manages brand identity, portfolio, and architecture. Conducts in-depth brand performance analysis and provides strategic recommendations. Collaborates with internal and external stakeholders to align brand initiatives with business objectives.

## Level 6

Establishes the overall brand vision, strategy, and governance for the organization. Oversees brand research, analysis, and strategic planning. Evaluates brand performance and equity, making strategic decisions to enhance brand value. Ensures alignment of brand strategy with organisational goals and market dynamics.