

**Job Title:** Brand Manager

**Company:** Pulse Sports

**Location:** Lagos, Nigeria ( Hybrid )

Pulse Sports is an online news company that covers the latest sports news and events around the world. We are seeking a talented and experienced Brand Manager to help us build and strengthen our brand, increase brand awareness, and improve our online presence.

As a Brand Manager, you will be responsible for developing and executing effective brand strategies, creating brand guidelines, and managing all aspects of the brand's identity, including visual design, messaging, and tone of voice. You will work closely with the editorial and marketing teams to ensure brand consistency across all channels and touchpoints.

**Responsibilities:**

- Develop and execute comprehensive brand strategies that align with the company's overall goals and objectives
- Ensure that Pulse Sports is well positioned and represented in popular events in Lagos
- Create and maintain brand guidelines that define the brand's visual identity, messaging, and tone of voice
- Collaborate with the editorial and marketing teams to ensure brand consistency across all channels and touchpoints
- Conduct market research and analyze data to identify trends, opportunities, and threats to the brand
- Develop and implement brand campaigns and initiatives that drive brand awareness and engagement
- Manage and maintain the company's social media accounts and online presence
- Monitor and measure the effectiveness of brand initiatives and campaigns and adjust strategies as needed
- Build and maintain relationships with media partners, influencers, and other stakeholders to increase brand exposure and reach
- Develop and manage the brand's budget and ensure all brand activities are delivered on time and within budget

- Stay up-to-date with industry trends, best practices, and emerging technologies that can enhance the brand's impact and effectiveness.

Requirements:

- Bachelor's degree in Marketing, Communications, Business, or related field
- Minimum of 5 years of experience in brand management or related field
- Strong understanding of branding principles, practices, and trends
- Excellent verbal and written communication skills
- Experience in creating and executing successful brand campaigns and initiatives
- Strong project management and organizational skills
- Ability to work independently and as part of a team
- Strong analytical and problem-solving skills
- Experience in social media management and online marketing
- Knowledge of sports and sports industry is a plus.

If you're a passionate, creative, and results-driven brand manager with experience in online media and sports, we'd love to hear from you!

Apply today to join our dynamic team and help us take Pulse Sports to the next level.

To Apply: Send CV and cover letter to [sports@pulse.ng](mailto:sports@pulse.ng)