



We're Hiring: Brand Manager

Are you passionate about building strong brands, crafting compelling narratives, and creating campaigns that deliver measurable results?

At **TBM Group**, we organize international business conferences that connect senior decision-makers, sponsors, and industry leaders across Europe and North America. We are looking for a strategic and creative **Brand Manager** to elevate our brand presence, strengthen market positioning, and ensure consistent messaging across all channels.

In this role, you will lead brand strategy, oversee marketing campaigns, manage content direction and collaborate with cross-functional teams to enhance visibility, engagement and growth. You will play a key role in shaping how our events are perceived globally, ensuring every touchpoint reflects our quality, authority and industry leadership.

Your Role

As a **Brand Manager**, you will play a key role in shaping and strengthening TBM Group's brand presence across international markets. You will be responsible for developing and executing brand strategies, ensuring consistent messaging across all channels and leading marketing campaigns that enhance visibility, positioning, and engagement.

Working closely with sales, content, and events teams, you will align brand initiatives with business objectives, monitor performance, and optimize campaigns for measurable impact. This role offers the opportunity to combine strategic thinking with creativity while building brand authority in a fast-paced, international environment.

Key Responsibilities

- Develop and implement comprehensive brand strategies aligned with company objectives
- Manage brand positioning, messaging, and visual identity across all platforms
- Plan and execute marketing campaigns (digital, offline, social, events, PR)
- Analyze market trends, consumer insights, and competitor activity
- Monitor brand performance metrics and campaign ROI
- Collaborate with cross-functional teams (Sales, Product, Creative, Digital)
- Manage brand budgets and ensure cost-effective marketing initiatives
- Lead product launches and promotional activities
- Maintain consistency in brand voice and guidelines
- Work with external agencies and partners when required

Requirements

- Bachelor's degree in Marketing, Business Administration, Communications, or related field
- 3–5+ years of experience in brand management or marketing
- Strong analytical and strategic thinking skills
- Experience in campaign management and performance tracking
- Excellent communication and presentation skills
- Ability to manage multiple projects and meet deadlines
- Proficiency in digital marketing tools and analytics platforms

What We Offer

- Competitive base salary + performance-based bonuses
- Opportunity to work on international marketing campaigns across Europe and North America
- Professional growth and training in digital marketing and event branding
- Creative freedom to shape our online image and test new ideas
- Recognition and rewards for outstanding performance

How to Apply

- Send your CV, portfolio, and a short motivation letter in English to **crnogorska@tbmgroup.eu**
Subject: **Brand Manager**

If you're confident, fluent in English, and ready to turn ambition into achievement — join TBM Group and build a global career where your results truly matter.

