At Warner Music Benelux, we’re a collective of music makers and music lovers, innovators and inspired entrepreneurs, game-changing creatives, and passionate team members. Here, we know that each talent makes our collective bolder and brighter. We are guided by four core principles that underpin everything we do across all our diverse businesses:

- **Music is Everything:** Music is our passion, and we can never get enough. Tastes, trends, and tech will change, but great artists and songwriters will always be our driving force.
- **Global Growth, Local Expertise:** Music is a global language. Through communication and collaboration, our success can come from anywhere and translate everywhere.
- **Innovation and Insight:** Pushing the boundaries requires the best information and the boldest imagination. We use both to create the future.
- **Empowered by People:** Like the artists we serve and the music they make, our differences make us stronger. This is a place where every talent can belong and build a career.

### About the role:
We are looking for a talented, bright and driven person to join our marketing team. As Brand Manager, you are responsible for overseeing the development of our local and international artists. Primarily you create a marketing strategy for the artists in our roster to promote their brand in order to increase the visibility and credibility within their (potential) fanbase. You work closely in a creative team of A&R’s and co-marketing colleagues and commercial to ensure that all aspects of the brand’s messaging are consistent and effective. The ultimate goal of the Brand Manager is to create a strong and recognizable artist brand that resonates with the (potential) fanbase and drives business growth.

### What you’ll do:
- conducting market research to understand consumer behavior and preferences
- developing an artist brand strategy for our local and international roster that aligns with our Artist Value Proposition (AVP)
- creating and implementing marketing campaigns to increase awareness for our artists and drive consumption
- collaborating with internal and external teams to ensure consistent messaging and branding across various channels
- monitoring performance and making adjustments as needed to achieve desired outcomes
- tracking and analyzing metrics to evaluate the success of marketing initiatives and make data-driven decisions of future campaigns
- Managing budgets and ensuring that campaigns are delivered on time and within budget
You are:
- able to conduct market research and analyze market trends to identify opportunities for growth and improvement
- able to develop and maintain a consistent brand identity across all channels and touchpoints, including visual branding, messaging, and tone of voice
- able to build and maintain strong relationships with internal stakeholders (including international labels) and external stakeholders (including artists, management and bookers)
- able to measure and analyze the effectiveness of marketing campaigns and use data to inform decision-making
- able to motivate cross-functional teams to achieve common goals and objectives
- able to adapt to changing market conditions and artists needs and be willing to pivot strategies and tactics as necessary

Job requirements:
- 3-5 years working experience in a similar role & international work environment
- minimum bachelor’s degree in Marketing Management
- skilled in developing and executing marketing campaigns, including advertising, promotions, and digital marketing
- fluent in Dutch and English

What do we offer?
An informal work environment within a creative and talented team, room for personal development and innovation, a market-based salary and fringe benefits. This is a full-time position (40 hrs a week).

Love this job and want to apply?
Send your resume and cover letter to solliciteren@warnermusic.com, stating 'Brand Manager’. We look forward to your application and will contact you as soon as possible.

We remain committed to Diversity, Equity, and Inclusion. We know it fosters a culture where you can truly belong, contribute, and grow. We encourage applications from people of any age, gender identity, sex or sexual orientation, race, ethnicity, religion or belief, disability, and any other protected characteristic or identity. Consider a career at Warner Music and get the best of both worlds – an innovative global music company that retains the creative spirit of a nimble independent.

About us:
Warner Music Benelux is part of the Warner Music Group, one of the largest music companies in the world with legendary labels such as Atlantic, Warner Records, Parlophone, Sire and Rhino. Our offices are based in Amsterdam and Brussels. We champion emerging artists and superstars like Ed Sheeran, Dua Lipa, Coldplay, David Guetta, Dopebwoy, Aya Nakamura, Lizzo, Fred Again.., Cho and Jinho 9. Our renowned publishing company, Warner Chappell Music, represents genre-spanning songwriters and producers through a catalogue of more than one million copyrights worldwide.
We’re the home to WMX - the next generation services division that connects artists with fans and amplifies brands in creative, immersive, and engaging ways – and Alternative Distribution Alliance (ADA) – the ground-breaking distribution company for independent artists and labels. For more information about Warner Music Benelux, check www.warnermusicbenelux.com.