



Example of Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing manager

- Identifies product gaps, market trends and effectively communicates them to overall socks business unit and design/merchandising team
- Partners with Design, Merchandising on seasonal product line development and new program launches
- Evaluates products to ensure financial and business objectives are reached
- Responsible for all necessary inputs to develop and deliver financial plans
- P&L responsibility with analysis of wholesale pricing strategies and cost analysis
- Works closely with overall Innerwear business unit and outside vendors as needed
- Leads the development and execution of sell-in materials, packaging, in-store, and all consumer and trade related activities
- Identifies, recommends, and develops total socks growth strategies
- Leads and assists other functional areas with resolving socks business issues related to execution
- Continuing to manage and evolve the firm's brand

Qualifications for marketing manager

- Proven experience of working with digital channels, particularly paid search, display, affiliates, and social
- Strong background in traditional Marketing and Brand Development

- Experience working for a SaaS registered software company
- Business acumen/ experience encompassing all areas of Marketing (digital/web/social media, copywriting, marketing operations and measurement, research, events, PR, branding)