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# Example of Activation Manager Job Description

Our innovative and growing company is looking for an activation manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for activation manager

* Responsible for promotions, go-to-market plans, category management and point of sales infrastructure and local implementation within the Sales Unit
* Secure in-store execution
* Align local promotions with Cluster East Marketing Activation Manager
* Full local ownership for Sales Unit development of promotions
* Full ownership of implementation of all promotions
* Track ROI, sales and margin on all customer promotions and product launches
* Management of the promotional plan to avoid conflict between customers and channels
* Provide product forecast input for promotional activity based on previous learnings and results
* Understanding of sales in and reporting sales out performance at customer/sku level to understand and build improved range and promotional activity for the future
* Manage and provide training for in store demonstrators - to an agreed budget by account

## Qualifications for activation manager

* Management and problem solving skills
* Ability to provide thought leadership on franchise information needs, opportunities and strategies
* Demonstrates business, brand and industry understanding
* Strong functional and technical skills including relevant software/technology/platforms
* Demonstrates/employs communication expertise
* Ability to lead/manage/inspire others