Downloaded from <https://www.velvetjobs.com/job-descriptions/activation-manager>

# 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

* Managing the day to day running and updating of the B2C web shop including promotional activity
* Be the single point of contact in the Sales Unit to the cluster marketing organization
* Maximize promotion effectiveness through planning and execution (manage promotional calendar, execution of flash sales, price discounts, campaigns, program participation, keywords)
* Work with Sales and Client Solutions to transition programs to activation, participating in the internal kick-off meetings, helping to facilitate the client kick-off and setting up weekly status meetings both with the client and internally as needed
* Articulate production elements and instill confidence throughout the execution process especially during critical periods of uncertainty or compressed timeframes
* Develop and maintain project deliverables including program summary, budgets, timelines, and creative guidelines – and confirm all projects are completed according to schedule and within budget
* Drive project delivery through effective use of external/client, internal and vendor status meetings, meeting notes and project status documents
* Tracking budget and commercial targets
* Link all marketing activities with the activities of the commercial team - Equip the sales force with the appropriate resources and materials to achieve their objectives (sales points, information leaflets)
* Ensure promotional activity is 100% accurate in Siebel

## Qualifications for activation manager

* At least 3 years of work experience in a trade / product marketing function, preferably in Consumer Durables
* Experience from FMCG would be a plus
* Ability to work independently and to cross-collaborate in teams
* Fluent Czech and good English language skills, spoken and written
* Bachelor’s Degree or higher in Architecture, Interior Design, or related field
* 5+ years’ experience in FF&E specification, facilities management, procurement, relocation management or project management with strong technical acumen