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# Example of Advertising Marketing Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of advertising marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for advertising marketing manager

* Supports cross-organizational integration of advertising and marketing plan execution - bringing together key channels (digital, content, brand, advertising and consumer insights) to ensure alignment and collaboration
* Manages the day-to-day relationship with agency partners
* Manages product partner integration (AWM, AWM Auto & Home, RiverSource and Columbia Threadneedle Investments)
* Creative development process SME
* Lead advertising production across all channels
* Oversee professional development of Advertising & Integrated Marketing Coordinator
* Customize proposals outlining the benefits of Performance Advertising products such as Display and Search advertising, including bid/budget/targeting strategies to increase advertising revenue
* The candidate will act as a representative in dealing with Senior Management, key internal stakeholders, Campbell’s business units, and external Marketing suppliers
* This role is responsible for the success of the Advertising Agency and Media category, while collaborating with key stakeholders to achieve all organizational goals and business imperatives
* This position is accountable for driving revenue enablement through leading the development of Marketing supplier enabled innovation (SEI) program, strategic Marketing category development, supply market business intelligence, and functional needs and requirements

## Qualifications for advertising marketing manager

* Business degree and/or recognized professional designation
* Advanced proficient in the use of the Microsoft Office Suite (especially advanced Excel) Ariba analysis
* Superior procurement and vendor management skills
* Keep current on best practices and innovations
* Strong commercial and analytical skills
* Proven knowledge of suppliers, marketplaces and commercial models relating to the Marketing goods and services