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# Example of Advertising Marketing Manager Job Description

Our growing company is looking to fill the role of advertising marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for advertising marketing manager

* Develop and champion Advertising Agency and Media strategies that will drive measurable improvements in the areas of customer satisfaction, compliance and cost benefits
* Negotiate critical Marketing Agreements and annual Statements of Work/Staffing Plans through collaboration with Campbell’s Legal Counsel, Global Advertising and Marketing
* This position is responsible for Marketing Procurement performance metrics related to the Advertising Agency and Market Research Category, including CIP’s, Supplier Diversity spend, total value, supplier enabled innovation (SEI), spend under contract
* This position will lead the Marketing strategic “Supplier Relationship Management” program for the Advertising Agency and Media Category, including, opportunity assessment, external supply intelligence, negotiation, development of program, and top to top strategic relationship management
* This position will lead Supplier Diversity strategies and initiatives for the Advertising Agency and Media Category, assist in the awareness of Supplier Diversity across the Marketing organizations
* This position will lead the development of procurement resources, champion integration of strategic procurement practices supported by training and development activities
* The incumbent must have the ability to interact with team members at all levels in the organization, senior leadership across multiple functions
* The incumbent must have solid coaching and influencing skills to ensure team success
* The incumbent must demonstrate strategic thought leadership in moving Procurement strategies forward with respect to indirect category
* Conceptualize, develop, and oversee the activation of advertiser-specific marketing platforms, such as in-book advertorials and native executions, digital campaigns, and customized experiences and events

## Qualifications for advertising marketing manager

* Dynamic and open-minded personality
* Understanding of and commitment to client service – both internal and external
* Knowledgeable of media and production required
* 4+ years of previous management experience and knowledge of publishing (print or digital) and/or media industry preferred
* Exposure to marketing planning, brand marketing, advertising (TV/entertainment focused clients a plus), print production, broadcast promotion/production, television industry, and media planning is required
* Managerial experience is preferred but not required