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# Example of Advertising Marketing Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of advertising marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for advertising marketing manager

* Work directly with clients to execute activated integrated marketing programs
* Run meetings to review performance, progress, and innovate on existing approach
* Troubleshooting issues that arise in technologies and integration points to create better outcomes
* Work with the Corporate Development team to manage the approval process for materials developed by sponsors
* Helps to collect/provide all information including data, content, images, to develop the post-analysis executive summary
* Strives to be an expert in the television landscape and is aware of industry trends
* Manages the preparation of Business sales aids and advertising and public relations projects recommends the media best suited to sell specific Business products or services
* Interfaces with multiple senior-level partners across the organization including Marketing business units, Legal, Brand, Product
* Participate as a key leader in launch team – not just from communications perspective
* Manage development of competitive insights and consumer insights

## Qualifications for advertising marketing manager

* Lead and manage a multi-media marketing solutions outside account executive team for the Milwaukee Metro market focusing on the very critical large local business sector with local or regional decision makers, often with multiple decision makers and influencers
* Work directly with sales team including Multimedia/Digital Account Executives and Account Managers to provide leadership in the development and closing of sales opportunities, providing expertise to directly drive revenue
* Identifies complex customer needs and builds custom client solutions that differentiate Journal Sentinel and the USA TODAY NETWORK from competitors
* Leverages multiple Journal Sentinel/USA TODAY NETWORK resources and partners to develop optimal client solutions including print and digital products
* Articulates Journal Sentinel's and USA TODAY NETWORK’s value proposition and prove ROI with data
* Proven fluency in both Chinese and English