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# Example of Agency Marketing Manager Job Description

Our growing company is looking to fill the role of agency 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 agency marketing manager

* Responsible for reporting, researching, writing, creating and hosting pop culture comedy news daily
* Researches artist information, drafts and writes show scripts for music airing during the show
* Strategizes in creating on-air content and creation of show promos and teasers
* Spends a significant amount of daily time in an overall programming production , manages and coordinates various aspects of the show production (imaging, promos, interviews)
* On occasion, be responsible for running/managing live control room console live daily
* Collaborate with Marketing Communications Managers across the Mobility, Small Business Solutions, and Home Solutions lines of business’ to forecast and manage the team’s national budget
* Work cross-functionally with our Procurement team to develop and implement agreements with our vendors based on our business needs and objectives
* Act as the Brand & Customer Experience Marketing teams’ single point of contact for the Finance and Procurement teams
* Coach and assist all team members on any budget, invoicing, and SAP system related questions and issues
* Develop and track the metrics included in our internal and external agency scorecards

## Qualifications for agency marketing manager

* Bachelors (or Masters) degree in Marketing, Journalism, or Business
* Provide strategic support and lead the month-end, quarter-end, and year-end processes for the team
* Proactively identify process issues and work to develop and implement solutions
* Serve as primary contact and point of coordination between client, offshore production teams and all third parties to manage digital project production from kickoff through delivery
* Manage submissions and approvals
* Minimum of 4 years of experience working in an agency environment