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# Example of Agency Marketing Manager Job Description

Our company is looking for an 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

* Drive strategic changes and updates to the company website
* Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities for new business
* Support and manage the development and execution of Marketing procurement categories related strategies in alignment with senior management and relevant Business Partners and their Brand objectives
* Lead the agency selection/pitch processes in alignment with business partners and negotiate contracts up to final authorization including dispute resolution, approving and qualifying vendors authorization of contracts and purchase orders within the respective country and Brand signature policy
* Acts as a brand guardian for the DreamWorks channel in the region
* Maintain regular communication with Dreamworks marketing team in London to ensure regular asset and information flow, including post campaign reports and budgets
* Develop and implement local marketing plans and activities in multiple Asian territories
* Responsible for allocating budget against activities, issuing and tracking POs
* Briefing, creating and managing the delivery of marketing materials to affiliate partners
* Creates and implements both planned and ad-hoc marketing opportunities

## Qualifications for agency marketing manager

* Experience in highly matrixed project deliver environment
* Telco experience – Billing Systems, Front End Portals
* Experience gained in ecommerce or technology sector
* Previous proven ability to navigate complex systems and rebuild entire processes as needed with focus on unlocking ad-spend
* Advance Excel (SQL skills also desirable)
* Partner with internal stakeholders across the B&E and Product Marketing to provide guidance and counsel regarding the annual planning process