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# Example of Agency Marketing Manager Job Description

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

## Responsibilities for agency marketing manager

* Overseeing the management of your key agency partner relationships and optimizing their cost-effectiveness and performance
* Coordinating our Supplier Assurance activity across all your agencies with particular emphasis on Information Security and supply chain management
* Helping us to agree and implement an agency strategy as we evolve the capabilities that we insource/outsource
* Work across marketing and cross functional teams to consolidate, manage, and evolve the creative resource ecosystem
* Partner with marketers, global agency relations, supplier sourcing, legal, and business affairs to assess current agency usage, recommend future agency usage, and set up tight agency rosters by critical need area
* Manage the ongoing, aggregate day-to-day relationships with key agency partners
* In partnership with global agency relations, and leadership, drive agency review process and bi-annual agency business reviews
* Create a central briefing process, approval flow, and reporting system
* Work across and consult with marketing to connect the right projects with the right creative partner, to coach/help refine briefs, validate budgets and costs, mediate relationships as needed
* Work with business affairs, supplier sourcing and agency relations to negotiate ratecards and contracts

## Qualifications for agency marketing manager

* Minimum 6-8 years experience in B2B/content marketing
* Minimum of 3 years of experience in a Digital Project Management position required (web assembly, email, irep, banners)
* Minimum of 4 years of experience to include managing creative development and production
* Proven ability to manage category strategy and support agency selection and management
* Ability to support sourcing strategies in order to face market trends
* Partner with The Hatch, and the Brand content team to create a dashboard reflecting the performance of key content that has been developed