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# Example of Client Marketing Manager Job Description

Our company is growing rapidly and is looking for a client marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for client marketing manager

* Responsible for the day-to-day partner management and marketing initiatives for key digital clients including iTunes, Xbox, PlayStation, and Vudu
* Partner with the digital accounts to market Fox titles to consumers both on platform and off platform through a variety of tactics including advertising, stunts, publicity, social media, and platform-specific programs, and present plans and new initiatives to senior management
* Champion client efforts, platform advancements and market position with internal stakeholders
* Collaborate with partners to build the most effective client relationships
* Analyze client performance marketing effectiveness, including building post analysis campaigns with definitive key learnings and action items for success
* Liaise with several internal divisions including brand marketing, retail marketing, publicity, digital marketing, promotions, operations, finance, legal, licensing
* Work with Director on ad-hoc strategic projects as needed
* Deep understanding of what’s needed throughout to move prospects and clients through the sales process
* Planning for new content launches/implementation, working with field communications, local marketing, call center operations, and training partners to create plans for delivery to advisors
* Oversight of inventory management

## Qualifications for client marketing manager

* Solid knowledge of/experience with media specifically (Digital, Print, Broadcast, Events, Social & Mobile platforms)
* Must be adept at developing cross-platform opportunities that drive revenue via alignment with corporate revenue and overall Sales goals
* Must possess a keen understanding of the media business, of Ad Sales and must also have a respect for content and the creative/editorial process
* Must be team-oriented, collaborative and have the ability to drive an agenda forward while also balancing needs of multiple conflicting stakeholders
* This position has no direct reports but must inspire others to do what is needed and must therefore exhibit leadership ability
* Must be passionate about the media business with the ability to inspire and nurture the same in others