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# Example of Client Marketing Manager Job Description

Our company is looking to fill the role of client marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for client marketing manager

* Analyze client and title performance marketing effectiveness, including building post analysis campaigns with definitive key learnings and action items for success
* Liaise with several internal divisions including operations, finance, legal
* Work with Executive Director/VP on ad-hoc projects as needed
* Work closely with clients, internal marketing communications teams and others to design and implement marketing communications strategies and detailed tactical plans
* Serve as the key resource and client-facing for marketing communications best practices so that appropriate guidelines are being followed
* Manage day-to-day client relationships relative to their marketing communications needs
* Work closely with the rest of the account team to ensure all client commitments and expectations are being met
* Possess a professional demeanor and are comfortable with presenting at all levels to external organizations
* Translate communication requirements into effective tactical plans
* Adhere to, and develop milestones that rely on established processes and deadlines for creating and executing communications

## Qualifications for client marketing manager

* 1-3 years of digital distribution experience preferred
* Strong understanding of the digital transactional business and knowledge of OTT and MVPD platforms
* Experiencing managing a P&L or budgets
* Ability to be proactive, prioritize multiple important projects and work independently
* Solid mastery of excel and powerpoint and confident in delivering presentations to clients and senior leadership
* Proficient at establishing relationships with clients and peers