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# Example of Cluster Marketing Manager Job Description

Our company is growing rapidly and is hiring for a cluster 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 cluster marketing manager

* Translate string strategy into cluster short- and long-term business plans
* Provide guidance to local commercial strategy through market, trade and customer segment analysis
* Provide guidance to local capacity management
* Identify business opportunities in both short- and long-term based on market feedback and intelligence
* Give input to deployment changes and establish a cost-effective and commercial- competitive feeder network for the cluster
* Drive customer satisfaction survey process in terms of owning the nomination process, developing and implementing action plans in cooperation with other functions and be the focal point to CEN Customer Needs
* Support yield and volume generation via new leads generation and campaign launches
* Ensure communication in the cluster supports internal and external stakeholders across all communication channels strengthens ‘our name’ in the market place
* Cluster Market Plan
* Cluster Action Plan

## Qualifications for cluster marketing manager

* Responsible of the marketing collaterals from creation to promotion (press releases, hotel factsheet, advertisements
* Demonstrates a working knowledge of digital marketing techniques, including but not limited to planning and assessing digital media, including programmatic media buying practices and paid social media, application of social media channels, use of customer communication channels including email, website management
* Demonstrate experience of stakeholder management, including managing multiple stakeholder relationships and application of appropriate communication methods across multiple stakeholders
* Ability to identify specific action steps, accountabilities and timelines for workload including able to hold self and others accountable for achieving results
* Demonstrates a working knowledge of current professional and industry trends, processes, legal issues, technological enhancements for hospitality and marketing techniques, and keeps up-to-date on available resources that can help to better serve customers’ needs
* Continuously looks for methods and ways of working to improve organizational performance, output and results of marketing activity