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# Example of Commercial Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of commercial 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 commercial marketing manager

* Plan and record all advertising with selected trade press to advise on future campaigns
* Work with the Head of Brand Strategy & Planning & Commercial Director on the trade PR strategy with MWW
* Serve as strong marketing advocate and advisor to the business, proactively raising ideas and executing against priorities
* Grow strong relationships with local market leadership to be seen as value-added partner
* Identify competitor and business trends and develop appropriate responses
* Develop thought leadership content, leverage content from across the firm, and manage streamlined distribution
* Collaborate with the various functional areas of Commercial Banking Marketing (Creative Services, Digital, Communications, ) to manage invitations, ad requests, collateral
* Engage with other lines of business and firm partners (i.e., Private Banking, Market Leadership Teams, Government Relations, Philanthropy, ) to ensure market connectivity and coordination
* Provide direct management for several national initiatives and programs
* Manage marketing team member(s) aligned to segments and industries

## Qualifications for commercial marketing manager

* Ability to lead cross-functional teams and facilitate alignment throughout the Commercial and Strategic Marketing & Innovation organizations
* Track record of excellent communication and interpersonal skills
* Ability to prioritize activities which drive measurable business impact
* Self-driven and efficient in a fast-paced, multitasking environment
* Creative thinker with a strong customer focus who is comfortable with ambiguity and evolving strategies
* Strong working knowledge of PPC and related technology Marin Software