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# Example of Consumer Marketing Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of consumer marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for consumer marketing manager

* Own execution of consumer marketing programs from conception to launch and analysis
* Create, execute, and continually optimize a data-informed testing plan
* Identify and leverage native and content marketing opportunities to achieve goals
* Collaborate with brand leads to maintain consistent brand voice and messaging
* Collects and analyzes market information w.r.t
* Work with creative and media agencies on creative production and media buying, in particular digital, with the objective to maximize the effectiveness of marketing investments and meet the business KPI including but not limits to personal loans, general insurance and eChannels
* Liaise with product team, vendors and agencies to coordinate the entire production process of both online and offline’s ATL and BTL materials
* Formulate weekly and monthly performance reports and analyze the data and insights to monitor the business momentum
* Work closely with Marketing team members to consolidate the monthly spending of A&P and invoice payments
* Conduct competitive analysis on a regular basis

## Qualifications for consumer marketing manager

* MBA not required but a plus
* 6+ years proven working experience in marketing and game industry preferred
* Excellent in running planning and learning sessions
* General knowledge in Marketing, Communication, Brand and Media disciplines
* Degree in Marketing, Business, or other related field
* 10+ years of marketing and business development experience, experience in both ATL & BTL is a must