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# Example of Distribution Marketing Manager Job Description

Our innovative and growing company is hiring for a distribution marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for distribution marketing manager

* Establish strong, collaborative, cross-functional relationships within SPT (publicity, legal, finance)
* Provide ongoing communication to all regional offices on domestic marketing campaigns asset development in support of client initiatives
* Ensure that client support resources are optimized for efficiency in order to consistently meet the evolving client needs (this is B2B, eagl, etc)
* Work in tandem with sales point person to ensure the department’s marketing needs are met (including, but not limited to market needs, acquisitions)
* Assist in support of major markets across the year focusing on LA Screenings and MIPCOM
* Supports senior management on ad-hoc projects
* Keep abreast of department’s research needs, including tracking of ratings for select shows
* Leading and executing marketing campaigns in support of mass affluent and mass retail client segments to drive sales and growth
* Providing input and review of marketing business cases and sales support materials
* Reviewing and approving requirements and technical specifications of marketing campaigns

## Qualifications for distribution marketing manager

* Ability to travel and attend industry events and conferences
* Television/cable network marketing experience a must
* Possesses high standards of professionalism and leadership
* Cultural sensitivity and understanding of international marketplace
* Gathering recommendations from partners in sales support and field to enhance and optimize marketing initiatives
* Ensuring all marketing initiatives align with strategies and marketing calendar