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# Example of Executive Marketing Manager Job Description

Our innovative and growing company is hiring for an executive 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 executive marketing manager

* Manage and fulfill media requests related to Chevrolet marketing, promotions and events
* Manage budget for media activities
* Be key point of contact for Chevy Executive Leadership
* Develop strategic plan for Chevy leadership including media interviews speaking engagements and support them during activations
* Work with internal communications team on executive requests
* Ownership of the development and implementation of digital strategies to meet the hotel’s objectives
* Oversee digital projects and advertising campaigns from concept to implementation
* Achieve fluency in brand email platforms to create strategy, brainstorm offers and packages, provide creative ideas, launch regular email campaigns, assist with database management and provide reporting and analysis
* Create and execute ongoing social media strategies and campaigns based on season and target audiences
* Oversee the hotels Asset Library and its content

## Qualifications for executive marketing manager

* 4+ years marketing experience, go-to market strategy of a digital product, experience in educational market or testing and assessment preferred
* Ability to travel, travel dependent on location, St
* At least 2 years experience in FMCG marketing
* Ambitions, flexibility, dynamism, ready to work in team and individually
* Professional presentational skills
* User-level IT skills