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# Example of Executive Marketing Manager Job Description

Our growing company is looking for an executive marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for executive marketing manager

* Work with third party marketing opportunities to ensure that brand and hotel standards are met mutually beneficial and fit within the hotel’s objectives
* Serve as the host for all Media visits
* Presentation of Press Coverage to all managers, owners, brand
* Control and manage all hotel messaging
* Monitor and executive all print, digital and in-house collateral and materials
* Manage all customer communication and marketing activities
* Coordinate and communicate with past clients, potential clients and listings, and assist in coordinating the next steps for prospects
* Assist in price analysis and proposal
* Assist in marketing duties, not necessarily creating content but managing website, listings, and overall PR, social media
* Help in general administrative duties - answering telephone inquiries, emails, coordinating meetings, calendar management

## Qualifications for executive marketing manager

* Experience successfully interfacing and project managing with external vendors and external marketing agencies
* Expertise and comfort dealing with senior leadership and proven ability to counsel
* Interest in and technical automotive knowledge a plus
* Bachelor’s Degree in Mass Communication or equivalent
* Minimum of 5 years of working experience in similar capacity
* Confident and comfortable presenter with the ability to clearly articulate product value propositions to a variety of audiences