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# Example of Franchise Marketing Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of franchise 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 franchise marketing manager

* Develop and manage Team
* Lead and implement EMEAC business plans for Screening Health Franchise
* Develop and execute new products marketing and integrated communication plans
* Track Screening Franchise performance and competitiveness and proactively recommend course corrective actions where appropriate
* Act as Marketing support to EMEAC Sales leaders for all significant tenders and contract negotiations where appropriate
* Key participant in Integrated Business Planning process and Demand Planning process
* Member of EMEAC BSHS Marketing Leadership team
* Member of New Product Commercialization teams
* Lead and implement EMEAC business plans for Interventional Breast Solutions Franchise
* Track Interventional franchise performance and competitiveness and proactively recommend course corrective actions where appropriate

## Qualifications for franchise marketing manager

* Support the business activities of the Hip Marketing organization as needed while managing portfolio advancement activities
* Work with Medical Affairs, Development, Legal, and the Regional Markets to identify, evaluate, and gain approval of new projects by following the Healthcare Compliance guidelines and processes
* Bachelor's Degree required (Preferred in Engineering/Biomedical Engineering, Marketing, Healthcare, or Technical business related field)
* Minimum of five (5) years total business experience in Medical Device sector required
* Experience with capital equipment (robotics preferred) in the healthcare field required
* Minimum of three (3) years in medical device strategic or upstream marketing required