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# Example of Institutional Marketing Manager Job Description

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

## Responsibilities for institutional marketing manager

* Collaborate with business partners and product management to set strategic direction for the initiation and execution of new institutional products/services
* Manage marketing budget to support business goals
* Manage, support and promote our growing roster of institutional podcasts including the Center for Investment Excellence
* Develop, curate, position, project manage, and implement insight-driven digital content in partnership with colleagues
* Create messaging, calendars, promotion plans and communications related to these properties
* Partner with digital analytics to track engagement data and surface metrics-based insights and best practices to better serve our clients
* Own planning, ideation, implementation, monitoring, reporting, and enhancements
* Work closely with institutional marketing colleagues, product marketing, branding, business intelligence, compliance, digital web, digital marketing, and digital analytics to continuously improve web and audio engagement
* Uncover and synthesize best ideas, determine optimal processes and procedures, and leverage the intellectual capital of the firm
* Create and enhance site design, layout, content and navigation to provide a highly relevant and engaging experience through integrated journeys

## Qualifications for institutional marketing manager

* Bachelor's degree with 5 or more years' experience within library/information service industry, preferably within corporate and/or physical sciences markets
* Must possess excellent grammar and English skills
* Creative and self sufficient
* Excellent communicator and experienced with working in a global environment
* Must be accustomed to working towards tight deadlines and to manage a range of activities simultaneously
* Discover the best ways to deliver content through podcast and web channels