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# Example of Manager, Activation Job Description

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

## Responsibilities for manager, activation

* Clear understanding of principles for program-specific vs
* Provide guidance and leadership for resolving Design Machine content issues including but not limited to search, brand, customer, execution, add/edit/delete
* Conduct routine Design Machine audits/reviews to ensure content, requested updates (adding and removing elements) naming conventions are completed, correct, and consistent across the tool
* Ensure IMC Content Portal content is properly mapped and consistent with Design Machine
* Liaise with Bottling Partners’ Print Shops to ensure seamless content customization through print execution
* Manage technical and color management issues with appropriate internal teams
* Lead Design Machine work sessions and training for Company users and bottlers
* Direct approval of content and addition of metadata to appropriate parties
* Create and distribute US Design Machine Newsletter (sharing with the Global DM team)Manage the flow of Design Machine project submissions including but not limited to daily downloading, tracking and processing of assets received from program owners and agency partners
* Work directly with agency partners to package programs and cross-reference assets using the TIF and the Design Machine Submission (DMS) form

## Qualifications for manager, activation

* Media (tags, scripts, print ads, program ads)
* Rules development, legal approval process
* Coupon codes
* Collaboration (eg
* 5 years relevant working experience in Trade Marketing
* Experience in consumer goods/ beauty industry is an advantage