Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-activation>

# Example of Manager, Activation Job Description

Our company is growing rapidly and is looking to fill the role of manager, activation. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager, activation

* Ensure Siebel trended forecast accuracy
* Manage month end accruals to ensure that accrued funds represent what is required
* Develop promotional plans for customers based on RB Local Success Model guidelines
* Sell in’ promotional plans to all customers
* Oversee the customer promotional submissions and confirmations process
* Gain Consumer & Shopper Marketing alignment to promotional activity
* Communicate promotional plan and executional expectations to the field team
* WIP Notes and Customer Framework used as the key tools for communication
* Build strong relationships and ensure regular communication with the Regional Field Sales Managers
* Ensure field team are providing visibility to planned and actualised TI, allowing for this to be factored into month end accruals process

## Qualifications for manager, activation

* Strong team-building, interpersonal, managerial, and organizational skills
* Strong skills with Adobe Acrobat, Photoshop or Illustrator
* Working hand-in-hand with corporate partnership sales group, lead overall activation of organization’s corporate partnership agreements
* Oversight and maintenance of corporate photo library
* Manage the creation of partnership proposals, contracts and semi-annual reports
* Lead, plan and manage partnership events at Ripken Experience Aberdeen including luncheons, corporate batting practice sessions, IronBirds FanFest and festivals