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# Example of Manager Consumer Marketing Job Description

Our company is growing rapidly and is hiring for a manager consumer marketing. 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 manager consumer marketing

* Establish and coordinate the marketing objectives, policies and program within the context of the overall corporate plan and, where appropriate, recommend standards and set targets and quotas
* Prepare or arrange for the preparation of budgets, reports and forecasts and ensure they are presented in a timely manner to the Commercial Director
* Direct the preparation of operational matters including market research, advertising, promotion, distribution, pricing and selling
* Direct and control marketing by planning and running advertising campaigns and promotional activities, product management, market analysis and research
* Direct the development of initiatives such as new products, new marketing techniques and new advertising campaigns
* Develop long term strategy for franchise, including market segmentation, new products
* Coordinate the optimal use of human and material resources, through monitoring and evaluating performance, selecting or approving selection result, and developing skills and competencies of marketing team
* Build a strong team by motivating and inspiring the organization into working together to achieve the strategic plan
* Create initiatives to improve business process and overall working procedures to enhance efficiency and effectiveness in the unit
* Work with other functions to reduce costs and increase profitability of her franchise based on the strategic planning objectives

## Qualifications for manager consumer marketing

* Be detail oriented & hard working - like you should show up to the interview understanding our business pretty darn well
* Systematize what you're doing - you should make everything as automatic or as simple as possible so you're spending your time mostly scaling
* 5+ years of proven consumer digital marketing communications experience, preferably in technology marketing, with strong modern marketing and marketing operations background
* Previous experience in a similar consumer / digital marketing role
* 5-10 years of market research project management experience (planning, design, execution, Analysis and reporting)
* Fully trained in qualitative and quantitative research study design