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

# Example of Manager, Consumer Job Description

Our growing company is searching for experienced candidates for the position of manager, consumer. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, consumer

* BS/BA Degree, preferably in business, marketing, or social sciences
* Experience in behavioral data analysis (leveraging both syndicated and panel data) is desirable but not mandatory
* Proven experience in leveraging these data inputs to develop compelling, strategic narratives for developing category growth platforms
* Past experience demonstrating superior competency in client relationship management, with a track record of strong client satisfaction
* Comfort in doing analytic work that varies greatly in complexity
* Target driven with accountability and responsibility to drive new business and meet set budgets​ ​​
* Manage program planning and management by researching budgets
* Partner with and manage research vendors occasionally execute in-house custom research studies, including sample definition, questionnaire and discussion guide development, field management, moderation, analysis, reporting, timelines and budgets
* Be a resourceful self-starter and team player comfortable in a matrix reporting environment working on multiple priorities simultaneously
* Partner with support departments both domestic and global to develop and implement best solutions

## Qualifications for manager, consumer

* Strong knowledge of comics preferred
* Consumer Marketing, with examples of having executed successful multi-channel campaigns, with above-the-line elements such as outdoor, radio, press, and across all other digital and offline channels (print, DM, email, social, telesales, sales, websites, SEM/PPC, SEO, display, PR)
* Familiarity with developer tools used for troubleshooting ad issues across all ad types including display, video, and mobile (Chrome developer tools, Charles, Fiddler, Firebug, Tamper, JIRA)
* Bachelor or University degree in Marketing with 3-5 years experience in Product Marketing and/or Retail (US citizen is a plus)
* Professional knowledge of UK/SP or UK/FR with proven copy writing skills (additional language is a plus)
* Mastering the marketing mix (5P’s) with affinity to new technologies