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# Example of Manager Marketing Manager Job Description

Our growing company is looking for a manager marketing manager. 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 marketing manager

* Plan community events and special events
* Champion the voice of the UK customer – ensure all strategies and plans across teams integrate local customer and market insight (Buying, Editorial, Ecommerce, Operations)
* Develop and own local brand and media partner relationships acting as the brand ambassador for MR PORTER
* Develop market-specific cross-channel acquisition and retention campaigns including localizing the Global Site and Channel team strategy ( Search, Display, Social , Affiliates, CRM and Email)
* Manage the UK and Global Campaign Creative Budget
* Designing and monitoring appropriate metrics to determine effectiveness of campaigns
* Securing and managing relationships with external agencies as necessary
* Continuing to manage and evolve the company's brand
* Creating and conveying the key messaging of our solutions to customers, partners, and industry influencers - analysts, press, and other industry pundits
* Daily management of all social media presence and channels, including content curation and distribution and active engagement on relevant discussion groups and forums

## Qualifications for manager marketing manager

* 5 years experience in marketing/media for a TV network or TV account at an ad agency required
* This position will manage all sales department marketing initiatives, as-well-as
* Candidate should be a creative, self-starting leader who takes initiative to uncover & develop unique sales and marketing opportunities and utilizes station resources to achieve success
* Bachelor’s degree preferred, with demonstrated skill and experience in concert marketing
* Knowledge and proficiency in media buying and the coordination of promotions are key
* Must be a go-getter and team player