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# Example of Manager Marketing Manager Job Description

Our growing company is searching for experienced candidates for the position of manager marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager marketing manager

* Is responsible for liaising with and running the production calendar and studio time with third party designers, media buying and contract negotiations with listings websites and partners
* Conceptualize and manage new email lifecycle programs, including reactivation and on-boarding strategies to drive higher engagement
* Define KPI’s for channel performance
* Analyze campaign performance and use data to make recommendations on how to improve future campaigns and channel effectiveness
* Be the expert on the team on industry trends and best practice
* Work with the Project and Assets Director to supervise the execution of approved media plans by consistently updating and verifying specifications, flight dates, budgets, and delivery information with the media agency and vendors
* Directs and approves all brand strategy under his/her portfolio of products
* Potential to manage a team of product managers in the future
* Develop and execute tactics in KOL advocacy, pay or reimbursement
* Research market conditions

## Qualifications for manager marketing manager

* Manage digital marketing mediums (DFP, paid search, mobile, SEO/SEM, display/banner ads, social media)
* Calculate and optimize campaign ROI through the use of A/B testing and analytics
* Track functionality, reliability and website traffic while monitoring best practices and competitive trends for the division’s website
* Develop and implement social media campaigns appropriate to the target market, promoting through Facebook, Twitter, YouTube relevant blogs, forums and online communities
* Transform creative ideas into practical reality and look at existing situations and problems in novel ways to come up with fresh solutions and implement innovative ideas
* Experience reporting on campaign ROI and website analytics