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# Example of Manager, Marketing Planning Job Description

Our company is searching for experienced candidates for the position of manager, marketing planning. 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 planning

* Directs the implementation of processes, tools, infrastructure and technology that will support the operations of the technology marketing delivery program
* Ensures information flow to and from technology marketing leadership
* Facilitates the technology marketing delivery program leadership team in meetings and discussions, ensuring groups are working the right activities
* Responsible for staying tuned to the culture, processes and structure of Brand Marketing and Technology/Digital to ensure success of the program
* Partners with Technology partners to codify the intersection of the marketing and innovation roadmaps to identify high priority opportunities
* Manages the master calendar and backlog of all technology marketing activities
* Coordinates technology marketing delivery program milestones with other key program management offices across the enterprise
* As required, lends specific project management support to critical and complex marketing activities requiring coordination of multiple parallel work streams
* Serve as an internal champion for marketing technology initiatives
* Stay current on key technology and marketing concerns of line of business and partner stakeholders to ensure plans are fully informed and proactively advantageous

## Qualifications for manager, marketing planning

* Bachelor's degree with at least 3 years of related experience in financial modeling/forecasting
* Ex investment banking experience preferred
* Ability to effectively communicate key insights from analyses with senior-level stakeholders
* Demonstrated understanding of financial analysis, budgets and P&L statements
* Experience in a retail environment preferred, but not required
* Responsible for the budgeting of all circular print advertising, including budget lines for inserts, bag stuffers, in-store circulars and run of press ads