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# Example of Manager, Marketing Planning Job Description

Our innovative and growing company is looking to fill the role of manager, marketing planning. 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, marketing planning

* Following budget direction from finance, develop marketing budget allocations based on marketing objectives and jobs to be done
* Drive participation from EMEA geographies in business and strategic planning process in the region according to global / strategic marketing guidelines and in collaboration with finance and product marketing including development of market models
* Collaborate with the Marketing Database Managers to provide analytics and insights that will help the brand evaluate their marketing programs/campaigns, identify the right adult tobacco consumer segments for each program and build and adjust plan accordingly
* Present seasonal marketing strategies and plans to CMO, cross functional partners and senior leadership team to garner buy in and obtain approvals
* Inspire innovation within marketing planning, working with strategy development teams in our key agency partners
* Client marketing creative platforms to Product Communication Design (PCD) to ensure communication objectives are met
* Understand internal capacity to achieve marketing objectives in program planning and manage resource plans accordingly
* Marketing Planning & Execution’s critical interface to PCD (Product Communication Design) – end responsible for quality assurance on briefs into PCD and output from PCD
* Lead strategy development for Marketing Communication Planning and lead delivery of execution activities
* Support related capability building in Asia Sales Marketing

## Qualifications for manager, marketing planning

* 5-10 years of experience in in-house retail marketing
* Previous circular ad planning experience
* Solid understanding of the operations of all retail banking products and financial services available directly from the Bank and/or through subsidiary operations
* Highly proficient in Microsoft Excel (graphing, pivot tables, data manipulation, formulas, ) and Office suite
* Excellent annual and seasonal brand marketing strategy development and execution experience and skills with proven track record of driving strong business results
* Desire to build a brand and aptitude for original, creative ideas