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# Example of Manager, Marketing Planning Job Description

Our innovative and growing company is searching for experienced candidates for the position 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

* Provide value input for marketing campaigns and product launches through primary research
* Drive pricing process through guidelines and monitoring systems in collaboration with product marketing and general management
* Interface between EMEA commercial teams and Global Marketing
* Provides ongoing CRM campaign development, management and optimization of marketing channels including, but not limited to, pre campaign analysis, ongoing campaign management, testing for increased performance, post campaign analytics, learnings and recommendations for future campaigns
* Ensures compliance with RJRT legal, corporate, industry guidelines and marketing standards
* Develop compelling marketing plans – both short and long term - to attract, engage and retain customers to our brands
* Own the development and allocation of all marketing budgets
* Build collaborative relationships with various internal teams while ensuring that company and marketing strategies are delivered
* Ensure that all brand standards are maintained across all marketing executions
* Analyze internal, external reports and insights to provide recommendations for the marketing plan

## Qualifications for manager, marketing planning

* Proficient in Excel, Tableau, databases/SQL, and business intelligence tools
* Strong idea leadership skills and ability to "sell" through the organization
* Demonstrated ability in the following skill sets – budget, project management, analysis and problem solving
* 5 – 7 years of operations strategy, planning and execution experience
* 3+ years of experience in customer reference function preferred
* Ability to work with a global cross functional team