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# Example of Manager, Marketing Planning Job Description

Our company is growing rapidly and is looking for a 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

* Regular fieldwork with representatives, monitoring marketing plans (brand plans), identifying opportunities and gaining market intelligence
* Manage the creative marketing project roadmap, planning timings, assessing risks and communicating with key stakeholders
* Project manage the weekly delivery of website, app and email marketing assets across copy, graphics, translation, production and build
* Liaise with multiple teams around the business including graphic design, development, production, e-commerce, social, planning, editorial and marketing
* Work alongside planning teams to flag any issues with product deliveries to ensure that marketing stories are fully supported
* Lead all activities either through training, direct coaching or team allocations
* Stays abreast of high-impact, high-leverage improvements and cross-functional collaboration opportunitieswhile benchmarkingperformance and investment against industry best practices
* Develops and executes data-driven project plans for assigned programs and services
* Content development for sales tools & campaigns for the Treatment Planning solutions portfolio
* Spearhead Nielsen management at regional level ensuring BAT obtains Retail tracking and trade insights at the quality and granularity required for better planning and execution

## Qualifications for manager, marketing planning

* 5-7 years’ experience in Sales, Organization Management and/or Process Improvements
* At least 2 years of experience leading, managing and coaching Agile teams
* Minimum 4-5 years of administrative and/or project management experience in professional setting performing same or similar job duties listed above
* Proficient in MS Word, Excel, and PowerPoint required
* Typing at approximately 50 WPM
* Must have excellent proofreading and writing skills