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# Example of Manager, Marketing Strategy Job Description

Our company is growing rapidly and is hiring for a manager, marketing strategy. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for manager, marketing strategy

* Monitor web and social media for mentions of clients, products or other relevant information that may require action or inform plans
* Create, curate, adapt, and manage content as appropriate for each specific channel and campaign
* Manage relationships with digital marketing agencies on all paid digital activities
* Define KPIs and implement enterprise level measurement, analytics, and reporting methods to report on campaign effectiveness and maximize results
* Stay abreast of best practices in the digital space because you want to, not because you have to
* Constantly test new strategies, new content, and new campaigns to constantly iterate and improve content marketing efforts
* Lead collaboratively with brand team through all steps of the MCE Planning framework – Segmentation, Investment modeling, Message flow/Content strategy, Channel Mix, Campaign Design, Measurement plan
* Partner with the Campaign Assoc
* Oversee campaign execution, partnering with Campaign Assoc., and keep brand well informed on progress
* Identify areas to optimize campaign such as customer focus, content adjustments, channel mix, and campaign engagement sequencing to improve customer engagement, customer experience or volume/ROI

## Qualifications for manager, marketing strategy

* 12 years business experience, preferably in consumer financial services
* Strong relationship development/collaboration with a broad set of stakeholders, including marketing, R&D, clinical, health economics, business development, sales, and finance
* Experience utilizing a broad range of secondary research, primary qualitative and quantitative research techniques, and synthesis to derive market and customer insights
* 5 years experience in marketing with at least 3 years experience in digital marketing and digital content management, preferably with a premium brand within IT industry
* A proven track record of successfully developing and executing marketing plans from conception to implementation
* Strong creative skillset with excellent copywriting and communications skills