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# Example of Manager Retail Marketing Job Description

Our company is growing rapidly and is looking to fill the role of manager retail marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager retail marketing

* Listens actively and respectfully to others in a way that makes them feel valued and heard
* Holds self and colleagues accountable for achieving results
* Demonstrates resourcefulness and a “can-do” attitude when faced with challenges or problems
* Provide input into the creation of the seasonal account plan that outlines aspects of activation, both in-store and out-of-store in collaboration with Business Unit (BU) and channels, the overall Market plan related to the implementation of the Global Omni-channel market activation strategy
* Provide leadership engage and develop team members in a high performance
* Oversee all aspects of marketing campaigns for clients including planning, conception, communications, compliance reviews, copywriting, time/budget management, creative/brand/merchandising guidelines, marketing calendar, presentations and working closely with marketing production specialists and respective teams on print/production logistics, distribution, execution and metrics
* Effectively manage and build relationships with internal teams, external clients, agencies, manufacturers/vendors, production and designers to develop and execute successful marketing programs supporting clients’ retail sales and value-based goals
* Manage multi-channel marketing campaigns to deliver a cohesive and strong voice, image, message and offer for our client programs
* Proactively pitch to account teams and clients on innovative marketing solutions and creative concepts with research, cost and impact in mind
* Manage relationships, opportunities and efforts with approved vendor partners and consultants across various marketing channels

## Qualifications for manager retail marketing

* 7 - 10 years’ experience in retail marketing, merchandising, or training
* Ability to lift up to 15 lbs (retail pop, product gifting)
* 5 – 8 years of experience working in marketing or similar fields
* A minimum of 2 year experience with some form of quality NPD process (i.e., Six Sigma, DMEDI, ProLaunch)
* A minimum of 3 years of experience with Big Box and/or Hardware channel marketing or product management
* Extensive knowledge of recessed lighting, smart/connected or electrical retail products and markets