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# Example of Marcom Manager Job Description

Our company is looking for a marcom manager. 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 marcom manager

* Develop and execute best-in-class digital marketing campaigns and ensure synergy with offline activities
* Measure effectiveness and efficiency of digital marketing activities
* All digital campaign delivery on target & meet KPI
* Good management of the budget
* Good collaboration with external and internal team
* Represents the business unit in a variety of Corporate councils
* Provides direction to the Global Marketing Communications support services
* Supports and coordinates, as required by the organization, in-house events utilizing various media forms – ie, graphic design, artwork, audio, video and any other forms/styles of communication technologies
* Coordinates all MARCOM-related activity for the Houston Visitor Center and will serve as the customer-facing contact for all Actuation Technologies visitors, providing organizational and technical information
* Responsible for the full customer digital experience including design, implementation, tracking and improvement

## Qualifications for marcom manager

* Candidates having good press and media contact would be given preference
* Should have good presentation, communication and interpersonal skills
* Should be able to exhibit higher level of ownership and dedication to his responsibility
* Should be creative, proactive, analytical, extrovert with a PR orientation
* Demonstrated creative writing, editing and proofreading skills
* Must be flexible and open to changing priorities and managing multiple tasks simultaneously within Responsibilities and Duties