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# Example of Marketing Account Manager Job Description

Our company is growing rapidly and is looking for a marketing account 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 marketing account manager

* Execute the co-branding of SNI-initiated Key Account and partner initiated marketing activity (on device, digital, video, print)
* Manages all GTM activities related to Public Relations, advertising, sponsorships, merchandising and field marketing
* Requires expert knowledge within a marketing field and ability to integrate critical information from many diverse areas
* Omni-Channel Marketing
* Be the face of the brand to our retailers
* Develop, with support of regional contact, competitive Account Marketing Plans, designed specifically for our Key Accounts, based on the STAPs and JAPs (developed and provided by the commercial team)
* Manage SEM partnerships and develop overall product strategy within the suite of Smart Reach Digital’s digital marketing solutions
* Managing all aspects of multiple dynamic custom innovation and brand management studies, from proposal writing and research design, analysis and interpretation of results through to preparation of reports and delivery of presentations
* Own the foundation European marketing programmes roadmap
* Responsible for defining, building and rolling out end-to-end digital-led campaigns as part of a high integrity European marketing programmes operation

## Qualifications for marketing account manager

* 4-6 years of experience managing a wide range of programs and accounts
* Excellent verbal communication and presentation skills, ability to build rapport quickly with clients, experience managing direct reports preferred but not required
* Support all in-store and out of store aspects of the UA business in apparel, footwear and accessories
* Build and manage relationships with key clients and agency partners (media
* Demonstrated understanding of the Technology industry, and key clients within it
* Develop key account custom materials to support corporate promotions as required