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# Example of Marketing Account Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing account manager. 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 marketing account manager

* Ensures all Regulatory, Legal and Compliance and brand guidelines are followed based on assigned businesses
* Leverages best practices when appropriate and identifies efficiencies to minimize costs
* Identify efficiencies to align with their marketing efforts
* Partners with outside agencies in managing clients’ promotional and marketing efforts
* Monitor and Analyze market trends, and recommend changes to marketing and business
* Develop and maintain strong relationships with the sales functions and bid teams
* Liaise closely with Heads of PM and Business Development to ensure the right pursuits are identified for each of the countries/zones by constructively challenging those identified
* Liaise with market intelligence team on maintaining a two-way flow of intelligence
* Ensure the team maintain a suitably detailed knowledge of the products and services of CWT and our competitors’ equivalents good understanding of emerging trends both within travel but also within the business world
* Ensure the smooth handover of pursuits to bid teams who receive clear briefing and ongoing guidance throughout the bid process to ensure that win themes and value propositions are correctly interpreted and applied

## Qualifications for marketing account manager

* Experience creating and executing lead nurture programmes
* Strong communication and interpersonal skills with aptitude in building relationships with Trek retailers
* Ability in problem-solving and negotiation
* Demonstrated ability to deliver positive customer service
* 5-8 years client/account management experience
* Working knowledge of digital advertising