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# Example of Marketing Account Manager Job Description

Our company is searching for experienced candidates for the position of marketing account manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing account manager

* Align closely with Sales and oversee planning and execution of marketing campaigns for named accounts to increase awareness and demand generation for RRD solutions
* Bachelor’s degree required in marketing, communications or related field
* Manage and drive marketing programs toward those customers, while being creative with a low budget
* Participate in account related conference calls and weekly/monthly and Media Planning team meetings
* Serve as liaison with Sales and client regarding media execution problems and/or issues and resolution
* Communicate necessary media campaign change requests and ensure successful completion
* Managing and executing deliverables on-time to the client working closely with the creative team and third party vendors for direct mail, email, newsletters, collateral, ads
* Develop, identify and manage opportunity pipeline, whitespace and opportunity trend analysis, track financial metrics for an insurance industry portfolio and other accounts
* Assist in annual planning process
* Lead program analysis to gauge success on an on-going basis

## Qualifications for marketing account manager

* Understanding of CRM and marketing automation capabilities (ex
* Bachelor's degree highly preferred in marking or other relevant field
* Must have proven track record with using analytical skills to draw logical conclusions based on numerical results
* Must demonstrate agility, a continuous improvement mindset, and action-orientation
* Capable of handling multiple projects and deadlines and works well under pressure
* 360 degree marketing vision with an understanding of account/product/consumer nuances across distribution segments relevancy of different touchpoints