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# Example of Marketing Manager Consumer Job Description

Our company is looking for a marketing manager consumer. 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 manager consumer

* Lead tactical and strategic digital implementation and ongoing vendor management activities such as ROI reporting
* Work with peers in key categories to create on-brand, best-in-class features and promotions messaging and cross promotional opportunities, events and deals
* Work closely with design and marketing teams to optimize email marketing to increase deliverability and quality rendering across multiple email platforms, web browsers and devices
* Consumer Marketing budget management in partnership with expense mgmt
* Driving the definition, development and introduction of products that bring ever-more rewarding and enjoyable consumer experiences
* Translating in-depth market, consumer shopper insights, competitive analyses into winning concepts by defining product positioning
* Driving consumer and shopper research to identify and optimize the winning concepts, to integrate these new concepts into strategic product roadmaps, and develop and bring the concept from idea to market
* Steering the new product development process from start to end, taking initial ideas through to product development and market introduction
* Interacting with various disciplines including innovation, technology & development, procurement, design, marketing management, marketing communication and international sales organizations
* Interacting on a regular basis with our marketing teams in key markets and ensure a successful product launch that fits with the local market needs

## Qualifications for marketing manager consumer

* Position requires 5+ years of direct marketing/ CRM experience
* Have a good eye for the consumer, be able to curate collections that will be attractive and know what sells
* Market research supplier experience preferred
* Fundamental competency in data analysis and statistics
* University degree in a business discipline (with a specialization in marketing)
* Strong analytical skills to be able to interpret data and generate insight and action, with the ability to think outside the box