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# Example of Marketing Manager Senior Job Description

Our company is growing rapidly and is looking to fill the role of marketing manager senior. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing manager senior

* Research and analyze industry themes, emerging issues and macro level trends to develop business plan and product marketing strategy
* Develop an understanding of all elements of our business – supply chain, design, sell-in, in-store merchandising, online merchandising, distribution, etc – to create long-term barriers-to-entry against competitors in a highly-competitive marketplace
* Work directly with the Director of Marketing to insure both resort brands are consistently conveyed in all resort related communications
* Oversee all media-related promotional opportunities to insure maximum leverage and cross-channel consistency with the resort’s brand and positioning
* Recommends, manages, and implement integrated marketing plans
* Drives profitable customer acquisition, expansion and retention initiatives
* Contributes to the identification and development of unique and differentiated solutions designed around clearly articulated customer requirements
* Plan, manage and execute subscriber acquisition campaigns across key acquisition channels, including, but not limited to SEM, display/retargeting, social, mobile, affiliate, email and lead generation sources
* Partner with analytics to drive reporting capabilities / marketing dashboards and develop understanding of related metrics
* Ensure pricing, offers, messaging and creative is effective and consistent (where applicable) across acquisition channels

## Qualifications for marketing manager senior

* Proficient in Excel, Word and other basic software packages
* Proficiency in Microsoft Word, Excel, and PowerPoint applications preferred
* Extensive knowledge of Digital & Social marketing programs including content production, online media, social behavior, research & analytics
* Collaborative, proactive, result oriented and customer focused
* Manage end-to-end orchestration, optimization and reporting of integrated digital marketing programs
* Outstanding leadership skills the ability to build and maintain strong working relationships across functions and teams within a fast growing organization