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# Example of Marketing Manager, UK Job Description

Our growing company is looking to fill the role of marketing manager, UK. 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 manager, UK

* Business development programs in key accounts, partners - develop customer intimacy and ecosystem
* Build product and services sales funnel, influence positioning strategy and drive adoption on new and existing portfolio based on customer requirements assessment
* Identify new business segments, working across different product lines on x-portfolio programs to develop customer centric solutions
* Establish and promote unique value propositions that set our solutions apart in the local market
* Engage proactively with Viavi product managers to enable our future roadmap to capture local technology or application trends or requirements
* Anticipate and assess new market trends or opportunities and work closely with sales to address
* Create plans and coordinate marketing activities for US vendors which will invest into program to market their products sold in the UK through GS
* Working with retail teams, utilizing category specific marketing activity to build awareness of UK GS and generating traffic to the GS selection
* Work with Business Development Manager to identify opportunities to source cross-border deals
* Improving Discoverability (optimization of search, improving coverage and refinements)

## Qualifications for marketing manager, UK

* Experience working within the region and deep understanding of the media landscape
* Strong digital marketing and lead generation skills
* Must have experience coordinating internal or outsourced telesales teams
* Will have used a CRM and marketing automation systems, Salesforce and Marketo would be advantageous
* Experience in the use of marketing automation software and sales systems
* Possess exceptional interpersonal, communication and relationship-building skills, having the gravitas to achieve professional credibility