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# Example of Marketing Manager, UK Job Description

Our company is growing rapidly and is looking for a marketing manager, UK. 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 manager, UK

* Establish and ongoing method for continuous customer feedback such as NPS process
* Establish an SOP for marketing best practices in each product family and category for the Global Store
* Contribute to overall strategy of growing Global Store program from a business perspective globally
* Work closely with product and development teams to inform necessary features and execute initiatives
* Own highly visible programs and projects including responsibility for analyzing and reporting performance metrics and identifying new opportunities based on customer and business data
* Understand various levers for improving customer engagement and conversion, analyze current performance on those levers and implement initiatives for improvement
* Serve as the marketing liaison for the area sales teams, ensuring plans and goals align with key leadership functions including sales management, solutions marketing, product pillar revenue goals, brand, Ability to dynamically adapt to changes in market and corporate strategy
* Collaboratively setting the content strategy, working with the rest of the UK team to ensure it covers all stages of the funnel and all core markets
* Considering and optimising for SEO & social media in your planning, so we attract high value traffic from these organic channels
* Creating high quality, original content yourself

## Qualifications for marketing manager, UK

* Demonstrable competencies in IT and Cloud Marketing
* Total marcom strategy and budget responsibility
* 5 years experience in planning, implementing and managing all aspects of the marketing communications mix, including
* Experience working with sales channels and supporting them with tools in order to make them successful
* Ability to successfully lead a shared team of personnel in different locations
* Ability and experience to deliver value-added solutions to LBU Manager and BU/HUB Marcom Manager that supports overall strategic plan