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# Example of Marketing Manager Job Description

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

## Responsibilities for marketing manager

* Address brand and customer needs through compelling digital strategies and solutions including rationale, recommended approach, and tactical execution requirements
* Be accountable for performance of franchise digital programs including definition and measurement of metrics to evaluate success, in partnership with the brand team and business analytics
* Advise brand teams and the leadership team on evolving customer landscape and the role of digital in consumer, professional, and payer promotion
* Manage, train, and develop digital marketers within franchise through dotted-line accountability
* Manage Program, Creative, and Analytic resources to deliver and accurately and efficiently execute all known campaign and operational activities on an annual basis, while factoring in the 25% of unplanned activities that routinely distract execution
* Work with Vice President of Marketing on direct media buys, analyzing media categories and delivery of media purchased by the agency partners
* Coordinate and consolidate ongoing financial results for Field Marketing Team
* Analyze monthly financial performance and provide proactive analytical support and reporting to regional teams to enable goals and objectives
* Update and enhance monthly reporting and analysis package for VP of Field Marketing
* Quarterly prepare Dashboard review for NAD SLT

## Qualifications for marketing manager

* Design skills and experience using SAP helpful
* Drive strong ATL and BTL campaigns by working with the channel teams local marketing teams
* Devise Digital and Social Media channels for our brands across the region
* To drive the social media strategy along with the digital content team
* To work closely with the local marketing teams to arrive at impactful digital and social media strategy that will increase brand engagement
* At least 6 - 7years of working in marketing and communication with majority of them in digital marketing