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# Example of Marketing Marketing Manager Job Description

Our growing company is searching for experienced candidates for the position of marketing marketing manager. 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 marketing manager

* Manage email marketing program including planning, targeting, execution, reporting, and optimization
* Develop and oversee a B2B marketing strategy targeting advertisers across our portfolio, working closely with Discovery Networks’ ad sales reps to ensure all B2B materials are best in class
* Brief and manage external creative agencies and manage marketing Service Level Agreements with various third party suppliers
* Place all advertisements in relevant magazines, newsletters, websites
* Identify, develop, and execute new and innovative ways to reach customers online.Maintain and/or oversee website maintenance
* Coordinate assembly and shipping of all choral clubs.Create and edit all related choral club newsletters and promotional materials
* Assist in all advertising copy
* Oversee all reading session events and packets
* As needed, represent company at various Reading Sessions, Conferences and Trade Shows
* Facilitate retail communication

## Qualifications for marketing marketing manager

* A minimum of five years' experience in marketing & marketing management experience, ideally in an B2B environment
* Experience of executing marketing plans to budget
* BS/BA Degree required with 7+ years in marketing, merchandise planning or retail management or MBA with 4+ years of experience
* 5+ years marketing experience with at least 2 years of hands-on experience in the email marketing channel
* Strong understanding of direct-to-consumer business, consumer behavior and CRM principles
* Ability to understand database structures