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# Example of Marketing Program Manager Job Description

Our growing company is looking for a marketing program 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 program manager

* Educate all colleagues on best practices
* Drive continual process improvement and innovation
* Manage allocated budget and marketing mix across the region
* Creates and implements innovative internal and external communications programs utilizing a variety of media including direct mail, brochures, TV, Web and print media
* Partners with clients to learn and understand their business needs and competitive pressures
* Manages outside vendors in developing and supplying communication tools, such as brochures, direct mail letters, materials for special accounts, videos, Ensures projects are completed within the desired budget, schedule and quality limits
* Expert resource for defining short term marketing communications plans
* Execution of defined targeted, external communications programs through traditional and emerging channels
* Provides top-level company client contact throughout the project cycle (concept/idea generation through distribution)
* Leads projects with vendors to develop and execute integrated promotional campaigns and effectively utilizes a variety of media including direct mail, brochures, email, OOH, web, digital advertising and collateral

## Qualifications for marketing program manager

* Intimate knowledge of the Indian Life Science and Chemical Analysis market from a Consumables and Supplies perspective
* Minimum of 5 years related experience in a field marketing or Sales role
* Ability to work across a global organization with some international business experience
* Excellent English communication skills (written / oral)
* Ability to deal with high pressure, visibility and workload
* Deep experience with building and carrying out account-based marketing programs