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# Example of Marketing Senior Manager Job Description

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

## Responsibilities for marketing senior manager

* Be responsible for securing meetings with C-suite individuals at our most strategic accounts
* Partner directly with Sales to devise outreach plans to the C-suite at those accounts
* Devise the strategy and the message to target the C-suite - what is the best medium, the right timing, the right creative?
* Ghost-write and develop content that speaks directly to the C-suite
* Be willing and motivated to try new tactics, learn from successes and failures, and try again
* Build credibility with the high-end trade by increasing their confidence in specifying our products promoting them as valued Signature partners
* Drive marketing for key Office initiatives, School Lists and B2B customers
* Day to day management of media agency and senior point of contact and responsibility for all off air campaign planning
* Be able to bring in and maintain top brand/content partnership opportunities
* Work alongside Media Planning, Head of Press and Creative Directors to manage communications and requirements between Creative and Programming functions

## Qualifications for marketing senior manager

* Work closely with other business units to synergize marketing activities
* Establish and maintain excellent relationships with clients and partners to achieve desired marketing campaign results
* Identify and manage partnerships to ensure visibility of our brands in our key markets
* Provide leadership direction and development for the team
* Manage and optimize marketing campaign(s) budget
* Other ad-hoc duties as assigned periodically