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# Example of Marketing Senior Manager Job Description

Our innovative and growing company is hiring for a marketing senior manager. 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 senior manager

* Work with e-strategy and with the editorial/product development teams to recommend new products or services that solve "pain points" and/or create value for their set/segment of customers
* Craft and develop compelling audience-specific messages and tools
* Own and curate website content, including our storefront
* Develop marketing strategies and implementation plans in driving measureable results by supporting core objectives of awareness, engagement and loyalty within an Omni Channel environment (B2C and B2B) for the region
* Optimizing marketing campaigns, messaging and navigation through frequent testing and data analysis, documenting the results and sharing best practices
* Identifying opportunities for efficiency and automation and working cross-functionally to implement them
* Responsible for developing the marketing plan, lead generation plan and supporting budgets for eFax Corporate, Enterprise segment marketing on an annual basis
* Serve as overall project manager and liaison for j2 eFax Corporate®, Enterprise demand generation tactics including but not limited to
* Monitor costs vs
* Supervise and coordinate PM for CC, IA, Hema, UA

## Qualifications for marketing senior manager

* Initiative and personal commitment to manage multiple projects and details concurrently, follow up, and bring tasks and projects to full completion
* Organizational and administrative skills, including the ability to complete varied work tasks on schedule, and direct team work
* Understanding of pursuit protocol effective proposals and presentation creation
* Understanding of desktop publishing software (e.g., InDesign, Adobe Creative Suite), graphics programs (e.g., Adobe Illustrator, Adobe Acrobat, Photoshop), word processing programs (e.g., Microsoft Word), spreadsheet management (Excel), and presentation software (e.g., PowerPoint
* A thorough understanding of business line offer and approach to the marketplace
* Knowledge of the business line content area