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# Example of Marketing Senior Manager Job Description

Our growing company is looking to fill the role of marketing senior manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing senior manager

* Work with stakeholders to set up, improve, and optimize tracking and reporting across all marketing channels
* Implement tags for internal and external clients to allow for tracking in all marketing websites and properties
* Ensure tracking is properly reflected in data, and the reporting mechanisms are able to provide insights
* Provide data to internal and external clients and contribute to generating analysis and reports necessary to optimize marketing investments, improve effectiveness, and to maximize ROI
* Develop, maintain and troubleshoot operational data feeds for internal and external clients
* Contribute to implementation, configuration, data management, reporting and analysis of e-mail marketing efforts
* Oversee SIF creation, changes, and Management
* Help ensure all new program launches and Student Information Form changes are implemented in a timely fashion
* Manage the setup and tracking of SIF data fields, including creation of vendors and source codes
* Troubleshoot technical issues relating to online lead import, tracking and reporting

## Qualifications for marketing senior manager

* Must be well versed in current advertising and SEM trends, best practices, reporting, and maintain knowledge base of future trending
* Proficient to expert experience with Marketing Automation tools, , Marketo® , Eloqua®
* Strong understanding of social media channels and ability to leverage them for awareness development
* Experience within the IT /telecoms environment and the business to business environment however a track record of strong marketing experience in other industries, B2C and either agency or client experience would be considered if they have an interest in this market
* Must be able to use insight and data to identify opportunities to optimise marketing opportunities and deliver revenue and/or improve profitability
* Excellent track record of successfully delivering significant marketing commercial impact (brand consideration, leads and revenue)