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# Example of Retail Marketing Manager Job Description

Our company is hiring for a retail marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for retail marketing manager

* Unifies retail strategy, design, development and executional calendars globally
* Presents new concepts and programs and communicates these to cross functional partners including marketing, sales, merchandising, International partners and operations in order to influence SOREL’s in-store initiatives
* Works with the SOREL Global Design Director to review design functionality and merchandising as it relates to the overall project goals and partners with the SOREL Global Design Director and Creative Services to integrate with 2D communications and 3D communications for premium in-store experiences
* Retail Marketing program responsibilities include the development and execution of
* Create and maintain a consolidate retail marketing calendar that tracks the development and execution of all retail marketing projects
* Work with carrier and OEM partners to support key launches and define and execute programs to grow category and product sales
* Work with carrier and merchandising teams to identify market and segment opportunities/gaps and address by defining and executing compelling, effective offers
* Lead cross-functional teams (including agencies, creative & production, merchandising, operations) to ensure optimal teamwork and flawless execution of marketing plans and campaigns
* Manage the creative development process - brief in-house and external agency partners, participate in production, and manage creative approvals
* Conduct thorough & timely evaluation of marketing programs, advertising and promotions

## Qualifications for retail marketing manager

* Strong experience liaising with cross-functional teams and departments
* Must be proficient with Microsoft Office Tools – Excel, Word, Outlook, PowerPoint
* Strives in a fast pace, quick changing environment and familiar with meeting numerous deadlines
* A good personality and leadership skills with a positive outlook
* Develop content for external facing marketing and communication activities including but not limited to web & social, executive speeches, direct marketing programs, thought leadership activities and
* Leverage share marketing services establish and manage the pull of trusted suppliers