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# Example of Retail Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of retail marketing 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 retail marketing manager

* Oversee the Kia DMGs
* Plan, support and implement through-the-line marketing campaigns and media plans to drive key business objectives
* Partake in the development and enhancement of all digital assets ( website, social media platform and others)
* Plan and implement effective online and offline marketing campaigns
* Conceptualise effective marketing collateral to maximize retail shop-front experience
* Analyse data from both internal and external stakeholders, in order to make number-driven decisions
* Responsible for the timely delivery of marketing campaigns within stipulated budgets
* Innovate in areas of growth via partnerships
* Formulating the overall marketing strategy in line with the development and business growth of the brand
* Corporate identity and branding through effective PR and communications

## Qualifications for retail marketing manager

* Experience developing ROI metrics
* An enthusiasm and practical experience to think differently and deliver is most important to us
* Bachelor's degree (The major in business or related filed is preferred)with a minimum of 7 years of experience in marketing management, capacity in a related business or brand
* Strong planning ability, familiarity with various types of marketing activities,also have successful experience in promoting the large-scale marketing programmes
* Team-oriented & collaborative with the ability to manage cross-functional relationships across multiple levels & influence business decisions with internal & external partners
* Strong analytical & computer skills (MS Office) required