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# Example of Senior Manager, Marketing Job Description

Our company is looking to fill the role of senior manager, marketing. 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 senior manager, marketing

* Ensure the development and the implementation of the mktg plans
* Define, in agreement with Sales, promotional activities and coordinates the launch of new products
* Oversee market research, competition monitoring and customer needs
* Develop resourcing strategies, allocates budgets, staff tools end specialized support necessary for cost effective operations
* Manage and coordinate the local marketing roadmap (communication through Sales, media, website, events ) in collaboration with the Marketing and Sales team
* Participates in management team meeting
* In collaboration with the service team, contribute to implementation of the hotline and application processes for quality management of results and customer satisfaction
* Develop monthly, quarterly and annual marketing plans
* Guide creative direction of marketing campaigns in partnership with members of our creative team
* Create email marketing campaigns to nurture leads and activate free trials

## Qualifications for senior manager, marketing

* Bachelor's degree from an accredited college or university in Marketing, Communications or Advertising a minimum of six years specific related experience in advertising and/or marketing
* Both agency-side experience and client-side experience is preferred
* Resort or hospitality experience is preferred
* Bachelor's degree in Journalism, English, Communications, Marketing or a related field
* Knowledge of marketing procedures, work processes, and tools, along with evidence of past successful management of marketing projects and teams
* Thorough understanding of effective document and presentation production, and an in-depth understanding of proposal and presentation psychology and how to convey messages, themes, discriminators, and responses to evaluation criteria clearly and effectively