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# Example of Senior Manager, Marketing Job Description

Our growing company is hiring for a senior manager, marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior manager, marketing

* Design creative on-site and off-site marketing campaigns in partnership with strategic brands to stimulate demand and drive awareness
* A strong communicator, both written and verbal, and should be adept at learning new tools and systems quickly
* Seek out ways to utilize automation to improve processes and productivity, and make recommendations to support new campaign concepts
* Maintain and refine scalable, repeatable and comparable methods of measurement and performance tracking for campaigns
* Champion data governance best practices for marketing automation platform and CRM system
* Operational support at resolving common problems and trouble tickets
* Partner with account management and Operations to test, measure, and execute acquisition ideas/campaigns
* Manage any live product or reputational issues in the market in conjunction with the regional Communications lead
* Manage press and industry analyst activities at events and tradeshows
* Facilitate appropriate meetings and agenda for senior corporate executives visiting the region

## Qualifications for senior manager, marketing

* Minimum of 10+ years experience in business to business marketing, business development, and or marketing consultancy
* Proven track record of acquiring paying customers
* Results-oriented, excellent communication both in English and Chinese
* Experience in both agency and corporate is as a plus
* A Bachelor's Degree in Marketing or a related field is required
* Experience in managing complex projects with national advertising agency, external marketing teams, and distributor partners to maximize ROI and deliver the branding strategy is preferred