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# Example of Senior Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of senior marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior marketing manager

* Manage a monthly ad budget for social advertising, retargeting, search engine marketing and other digital marketing opportunities
* Drive Frederick’s inbound marketing strategy and execution across digital channels, including our website, blog and social media properties
* Define cross site strategies and programs, deliver and execute them at scale
* Report on progress against goals and relevant cross site marketing metrics to senior management
* Brand proposition and brand guardianship
* Work with internal teams to ensure smooth execution of brand proposition across all marketing customer touchpoints
* Work with VM community to ensure product areas are brand and customer relevant
* Annual marketing planning and execution
* Develop the annual consumer marketing strategy for to achieve agreed KPI’s based performance, customer insight data, KPI’s from previous marketing activations
* Manage external teams and agencies, and partner with relevant internal teams to deliver plans on budget and on time

## Qualifications for senior marketing manager

* Self-driven, fearless interest and curiosity in innovation and world-changing leaps in technology
* Build strong brand positioning, awareness and integrated consumer marketing platforms for all our brands
* Proactively initiate and develop all core campaigns, ensuring they are brand considered, creatively engaging and delivered on time
* Implement fully integrated and engaging marketing campaigns that deliver against business growth objectives
* Minimum 8 years’ marketing experience, preferably with a broadcast/media company or with an international advertising agency
* Proven track record of success in senior marketing roles in consumer marketing