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# Example of Senior Marketing Manager Job Description

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

* Create content for webinars and channel partners
* Become an expert in understanding Frederick’s unique place in the market and create strategies to beat our competition and displace industry incumbents
* Work at both the strategic level (shaping overall category strategy and identifying new opportunities for our strategic vendors) and at the tactical level (measuring and optimizing campaigns with site merchandising tools, analyzing traffic and performance data, building new features, and solving problems)
* Write clear, concise strategy documents to generate internal support for new initiatives, and build creative, beautiful presentations that you will share with our vendor partners and their senior leadership
* Assist in development of Product Concept Proposal
* Develop and execute go-to-market / channel strategy for each product
* Develop and manage price positioning, pricing, including ongoing support, pricing tactics, trade-in programs, bundling
* Develop key selling messages to incorporate into collateral and other external communications
* Develop segment-specific strategies for product line
* Represent CretaPrint in support of Corporate Marketing’s agendas and schedules for successful tradeshows, events and corporate marketing programs

## Qualifications for senior marketing manager

* Experience designing and implementing Marketing technology-enabled business solutions in client-facing and team leadership roles
* Experience managing teams and leaders of teams with demonstrated ability to set direction, coach, mentor, and provide constructive criticism in a team setting and one-on-one
* Ability to produce accurate, correct and complete work independently
* A detailed knowledge of marketing procedures, work processes, and tools, along with evidence of past successful management of marketing projects and teams
* A 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
* Experience leading distributed teams of people with demonstrated ability to coach, mentor, and provide constructive feedback in a team setting and one-on-one