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# Example of Senior Marketing Manager Job Description

Our growing company is hiring for a senior marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior marketing manager

* Developing forecasts for customer demand and participating in development of demand forecasts across assigned product lines
* Develop strategies and participates in market research and VOC events to maximize product effectiveness in the market
* Forecast and manage the annual marketing budget for assigned product lines
* Lead global marketing counterparts to develop regionally specific marketing plans that stay true to the overarching brand strategy while maximizing local revenue goals
* Work closely with legal, regulatory, finance and other cross functional partners to effectively navigate the internal and external environment to achieve desired results
* Manage and develop the Marketing Associate, who will serve as your partner and support your efforts
* Deliver all marketing activity within the agreed budget, manage budget accruals, liaising with the finance team
* Conceptualizing, building, and executing the full lifecycle of marketing and merchandising for the Patio, Lawn & Garden store including creative development, targeting segmentation, and performance analysis
* Partner with marketing communications team to execute the channel marketing strategy for HESI driving awareness, demand, and acquisition
* Dive deep with readers, book groups, and influencers to support major launches and drive adoption of key products

## Qualifications for senior marketing manager

* Experience marketing within a software/technology company is a must
* Bachelor’s degree in Marketing or Communications or equivalent marketing industry experience
* Portfolio of previous work, Workflow Management and InDesign experience
* 8+ years of experience working in marketing/branding, experience in strategy, retail, e-commerce business and people management
* Proven track record of successful data driven decision making
* Ability to successfully manage external vendor relationships