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# Example of Strategy Marketing Manager Job Description

Our company is searching for experienced candidates for the position of strategy marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for strategy marketing manager

* Develop and execute a crisp, clear and successful merchandising assortment strategy in line with LivingSocial brand standards and goals
* Unwavering advocate for LivingSocial inventory initiatives with key sales leaders and their teams
* Partner with Revenue Management and Marketing teams to refine and action sales and site traffic data
* Create messaging and pitch decks/slides to facilitate Sales team to sell LivingSocial specific campaigns and initiatives
* Conduct regular audits of our deal inventory, working with sales and other teams to resolve issues at a deal, market or category level
* Partner with Revenue Management and Product teams to identify & resolve systematic deal quality issues
* Leading cross-functional Consumer and GCP Marketing teams to create a compelling approach that engages Merchants
* Partnering with GMS Marketing leaders to optimize existing portfolios and identify key merchant marketing partners
* Supporting 70+ Marketing Consultants with the sell in of the various marketing initiatives
* Continually assess the performance of these broader initiatives to ensure they are delivering against goals

## Qualifications for strategy marketing manager

* Minimum 7 years of experience in consumer branding, marketing, and strategy
* In-store fixtures and collateral experience a plus
* Experience managing complex budgets and marketing plans
* BA plus 5+ years of relevant data analytics and/or content marketing experience
* Experience working in marketing research, strategy, or consumer insights
* 7+ years of experience in channel marketing, preferably with a combination of B2C and B2B, with financial services experience desired