Downloaded from <https://www.velvetjobs.com/job-descriptions/telemarketing-manager>

# Example of Telemarketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of telemarketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for telemarketing manager

* Plan and manage the recruitment team ensure that the team acquires no
* Plan and manage the recruitment team ensure that the team acquires number of qualified TSRs regarding the plan
* Execute strategies and processes for operational readiness, vendor onboarding, sales agent onboarding and sales agent training
* Manage vendor compliance and Q/C processes
* Support Director in preparing and delivering ongoing reports and analysis detailing all relative metrics and strategic initiatives
* Drive customer escalations to resolution on a timely manner
* Oversee the offer management process and coordinate across all stakeholders to ensure operational readiness and flawless execution
* Manage relationship with external vendors act as a liaison to internal teams including Database, Marketing Science, Finance, Legal, IT as needed
* Oversee lead quality and compliance processes with marketing database team and 3rd party vendors
* Produce regular and ad-hoc reports to monitor performance metrics in key areas such as operations, compliance, call efficiency, list penetration, lead data quality, and distill actionable insights for improvement

## Qualifications for telemarketing manager

* On daily basis, this role is required to manage sales pipeline management, cycle management, and alignment with Risk Management with operation team on backend process
* Responsible for the development and execution of the internal acquisition strategy which includes working closely with product team to develop the companion strategy, defining the process for companion and supplementary card cross-sell and to align priorities with business stakeholders
* Partnering with MIS Specialist and product teams to identify key opportunities on existing product portfolios
* Develop and execute an ongoing internal acquisition campaigns for the growth of business including companion card cross-sell ratio, supplementary card penetration, conversation rate and share of wallet gain
* Strong people leadership track record including the management of the telemarketing team and the internal acquisition unit
* Demonstrates strong analytical skills to facilitate business discussion with business planning, risk management and finance