



# Example of Club Marketing Manager Job Description

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Our growing company is looking for a club marketing 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 club marketing manager

- Organize and oversee the cooperation with Independent PR companies or PR individual within the region to maximize revenue and footfall to the club
- Degree in Mass Communications, Business Administration or Marketing
- Develop Club promotion packs and programs based on J&J and customer strategies and objectives & planning for Club teams working with internal partners accountable
- Provide forecasting and benchmarking input on new items to CBM and Club Forecasting Manager and Trade Customization
- Completes the PRF process with customer business managers for new items, art requests, and new events including funding source and works with Trade customization on tray/pallet and pack concepts
- Aids in development of a long term, bottom up strategic plan for the franchise to compete in Club over time
- Coordinate with Sales Strategy team and Customer teams to identify new corporate launch items that will be supported with executions on first ship date in Club
- Completes the project cost estimates and works with the Trade Customization Group to drive display cost efficiency and profitability with 3rd party vendors
- Manage the sales display process to ensure compliance & alignment with established ROI hurdles, strategy and supply chain
- Participate with customer business managers in the integrated business

## Qualifications for club marketing manager

- Serve as a strong voice of customer internally with other internal business partners, providing Club business and customer insights to drive category and brand growth
- Gain alignment between internal and external business partners to support goal achievement
- Ability to lead simultaneous projects to completion, on time and to expectations of team and customers
- Ability to manage a Club pack P&L and discuss with Marketing, Finance, and Management
- Ability to devise and deliver persuasive presentations, based on data-driven insights, to gain support for business strategies and packs, both with customers and internal business partners
- Ability to demonstrate and effectively apply consumer industry and cross-category knowledge and expertise