



Example of Consumer Marketing Manager Job Description

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Our company is looking to fill the role of consumer 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 consumer marketing manager

- Bachelor's Degree in marketing, business, or communications-related discipline
- Minimum two years work experience in direct response marketing, preferably consumer products
- Ability to work well in a team environment independently
- Manage and continually update marketing and planning materials for internal and external purposes (e.g., property plans, one-sheets, property calendars, positioning presentations, sales materials)
- Serve as a liaison to external agencies and partners
- Analyze and summarize effectiveness of marketing programs, including ROI and other relevant business metrics
- Support the planning and development campaigns and programs that elevate the Levi's brand through these market leading sub-brands
- Partner closely with Regional Marketing Managers to ensure that the brands show up flawlessly in all stages of go-to-market across the globe
- Maintain cohesive relationships and seamless communication with critical cross-functional partners in Merchandising, Creative Services, Brand Environment, and Regional Marketing partners, Ensure cross-functional team onboarding of LVC/LMC story and vision
- Work with Creative Services to define guidelines around copy, visuals, and photography

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- Retail industry and international experience preferred but not required
 - Must be a team player, self-motivated and able to perform tasks accurately and in a timely fashion
 - Must have computer systems experience for bringing programs from concept to fruition
 - 4-7 years of experience in financial services, retail and/or digital goods with proven success in onboarding new customers to drive user activation and adoption
 - Highly organized, with demonstrated skills managing projects including a variety of tasks and workstreams simultaneously
 - Excellent track record of working with external vendors or internal partners, creative agencies