



Example of Consumer Marketing Manager Job Description

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Our company is looking for a 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

- Drive and participate in business and marketing plans and process
- Assist in the management of the scope, direction, and terms of the agency relationship
- Partner closely with Regional Marketing Managers to ensure that the brands appear flawlessly in all stages of go-to-market across the globe
- Work with Levi's Creative Services to define guidelines around copy, visuals, and photography
- Vendor Management - Will work with vendors, ensuring quality and alignment on campaigns, establishing print and digital timelines and ensuring fulfillment
- Manage and lead a team of marketing specialists in developing quarterly marketing campaigns
- Deliver the sales, profit, share and brand health objectives for the year by creating strong advertising and promotional programs that generate business growth while strengthening brand equity
- Develop and execute long-term strategic plans for the franchises that he/she handles with the end point of delivering strong business growth and continuously strengthen the equities of the brands under his/her command
- Develop a strong brand management team by coaching, teaching and guiding the brand managers reporting to him/her
- Direct the activities of Brand Managers for the achievement of short and long-term business objectives, increased profit and market control

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- Affiliate program experience is a huge plus
 - Successfully launched new products from concept stage through commercialization and in-market success
 - Comfortable working on a geographically distributed team
 - Must be inspired by Marketing Communications execution particularly Digital and Social marketing, embrace Marketing Automation concepts, and be obsessed with delivering a compelling customer experience through relevant, connected customer engagement
 - Strong communicator (verbal and written) and effective problem-solver
 - Fluent in PowerPoint, Excel, Word, InDesign