



Example of Development Marketing Manager Job Description

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Our growing company is hiring for a development 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 development marketing manager

- Developing materials that share context on charity watchdog organizations such as Charity Navigator, Guidestar and Wise Giving Alliance
- Gain an understanding of core mission assets by being embedded in various mission teams, attending team meetings and working with individual staff to gain insight on key initiatives
- Manage the implementation of all related marketing activations from end-to-end
- Establish and track key metrics to consistently analyze activation performance
- Serve as the day-to-day marketing agency liaison on behalf of the fan segment(s) where applicable to generate and execute agreed upon strategies
- Work closely with Men's & Women's Marketing lead to manage annual marketing budgets for the segment(s)
- Work closely with Research, CRM, Digital/Social Media, Entertainment Marketing, Creative, Brand, PR, and other key internal stakeholders to comprehensively monitor and evaluate the performance of marketing strategies
- Collect, synthesize and share best practices from the sport, media, event, and broader consumer marketing landscape tied to the segment(s)
- Product line and quota with margin responsibility for a significant market share of the product range, or a specific customer segment
- Keep healthy inventory level in T1 and T2 partners at all time

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- Bachelor required with two years of related experience (business, engineering/technical focus preferred)
 - MBA with Marketing concentration required
 - Experience with durable goods preferred
 - Financial acumen to analyze financial results and new market opportunities
 - Marketing Research experience, with POS and/or Consumer data on client side or supplier side a plus
 - At least 5 - 7 years of broad-reaching relevant experience