



## Example of Institutional Marketing Manager Job Description

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Our growing company is looking for an institutional 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 institutional marketing manager

- Deliver integrated marketing campaigns for key themes such as Outsourced Chief Investment Officer (OCIO/Fiduciary management) and Implementation Services (Transition management/currency/derivative/overlays) to reach key target audiences - non-profit (endowment & foundations), defined benefit pension plans, insurance plans and other institutional clients
- Plan and negotiate packages for event and advertising activities with external vendors
- Develop and implement annual strategic marketing plans to promote our institutional solutions in Canada
- Deliver integrated marketing campaigns to promote outsourcing, implementation services, investment management and any other related products and services
- In implementing marketing plans, measure the relative success of each tactic in terms of return on investment (ROI)
- Track ROI budget development, tracking, and management
- Defines the marketing propositions for institutional at a corporate/business level and at a product level
- Define short and long term growth opportunities in I&I, prioritizing key segments/applications/customers
- Define go to market strategy, how to grow business with priority segments and customers

## Qualifications for institutional marketing manager

- Experience in developing marketing strategies, launching software products and generating
- Experience with developing marketing strategies, lead generation/ nurturing, and account-based marketing
- Ability to organize, motivate, and lead teams towards a high-performance team environment
- Experience—five to seven years marketing communications and metrics analysis experience in financial services or related industry
- Analytical skills—to help track, measure and interpret success and strategy of marketing programs
- Marketing expertise—ability to deliver email and digital marketing solutions in collaboration with internal and external partners and resources