



Example of Integrated Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of integrated 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 integrated marketing manager

- Project manage sold programs across media platforms
- Manage digital accounts and create relevant marketing programs
- Develop and write compelling, strategic proposals for a broad array of advertisers that effectively communicate program concepts, benefits and requirements
- Create smart added-value programs that provide advertisers impact, engagement, awareness and return on objective - programs may include custom print, online, event and/or research components
- Attend client sales calls to present marketing and added-value programs as needed
- Execute programs upon activation, ensuring proper representation of client and REAL SIMPLE brands
- Create and manage detailed timelines, budgets, ensure legal compliance
- Build relationships with third-party organizations and vendors to enhance REAL SIMPLE's arsenal of smart marketing programs
- Develop expertise in advertising categories, including a full understanding of the competitive landscape in each respective category
- Track competitive set marketing activity, positioning and events in relevant categories

Qualifications for integrated marketing manager

- Bachelor's Degree in Business, Economics, Marketing or Social Sciences
- Depends on the region
- Strong knowledge of web advertising capabilities, implementation
- Familiarity with the development and execution of custom client marketing programs
- Superior written, oral presentation skills are a must