



Example of Integrated Marketing Manager Job Description

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Our innovative and growing company is hiring for an integrated marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for integrated marketing manager

- Generate ideas with advertising sales and marketing colleagues to create solutions-based marketing programs for accounts in the beauty category, generating new business opportunities across digital, native, print, mobile, social and events
- Work with production and events teams to seamlessly execute sold programs
- Collaborate with marketing colleagues to articulate the marketplace differentiation for InStyle, framing for the media-buying community what makes our products and audiences superior in the media marketplace
- Develop “never-been-done” category-specific platform programs and new vendor partnerships with Beauty team
- Regularly update the sales team on key industry insights, trends and news, especially within digital media
- Create and manage timelines, monthly close reconciliations, forecasting and budgeting
- Gather and report on customer feedback generated through surveys, email, social media, on new programs and initiatives
- Collaborative and individual ideation
- Assist the omni-channel seasonal marketing communications strategy, ensuring that the big brand and product ideas are powerfully brought to life across all major brand touchpoints
- Build and write support materials for Ad Sales and clients, including customized presentations with IM ideas and sponsorship elements standard

Qualifications for integrated marketing manager

- Experience with top tier Beauty, Fashion, and Automotive accounts is a plus
- Digital Marketing and DSP/DMP Experience a must
- An BA/BS or related degree
- Must have 3-5 years experience integrated media, brand marketing, or other relevant experience creating mass prestige beauty/fashion partnerships
- Must excel in and appreciate a collaborative, fast-paced, deadline-driven work environment
- 2-5+ years in campaigns, integrated marketing, marketing communications or an account service/media agency role