



# Example of Integrated Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of integrated marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for integrated marketing manager

- Assist briefing in and development of major seasonal product naming and packaging requests
- Help in guiding the omni-channel marketing and creative team in bringing the big seasonal ideas to life in a powerful, differentiating and emotionally engaging way across all brand touchpoints (and that delivers on the brief)
- Identify and actively investigate high-potential opportunities
- Drive social media and influencer strategy
- Develop and maintain key performance metric reports that track efficacy of variables
- Working with Directors and VPs, reviews, tracks and responds to divisional and partner creative submissions, such as marketing materials, style guide, publishing layouts, video game concepts, to ensure that they are in line with film strategy and represent the film accurately and according to filmmaker/creative stakeholder expectations
- Supports Directors and VPs in the development, implementation and follow-up on any additional general marketing needs, including creating supplementary marketing documentation (reports, timelines, project overviews/status documents, ) as assigned
- Complete the planning, coordination, execution and optimization of desktop and mobile acquisition campaigns in Taiwan, Hong Kong, Singapore, India and additional key markets in Asia
- Execute ASO (App Store Optimization) campaigns to increase app install

## Qualifications for integrated marketing manager

- Proven ability to lead and influence others to accomplish a goals
- Big picture problem solving – thrives in ambiguity and has keen ability to identify gaps/overlaps across orgs and projects
- Develops and actively manages marketing timelines
- Represents the marcom team in central cross PMG planning meetings
- Consumer audience marketing experience, particularly in digital channels, including creative and messaging development
- Strong use of organizational collaboration tools such as Confluence, Jira, Jive