



Example of Manager, Marketing & Media Job Description

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Our company is growing rapidly and is looking to fill the role of manager, marketing & media. 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 manager, marketing & media

- Manage and drive the global channel strategy for media
- Create and manage all strategic agency partnerships
- Research and implement partnership opportunities particularly in new markets
- Drive new avenues to increase traffic, sales and new customers
- Develop local market insight into media platforms and buying
- Assist with special projects – photo exhibits, experiential marketing campaigns
- Deploy and optimize breaking news and special edition campaigns
- Help develop and disseminate analytical dashboards and campaign reporting
- Work with sales to help build on our current designs and find new ways to offer products that uniquely connect our readers with our advertisers
- Find unique and Creative ways to grow our newsletter lists

Qualifications for manager, marketing & media

- Bachelor's degree is required or equivalent professional experience -Must have 5-7 years related experience including supervisory experience
- Must have a proven track history of successfully managing media spend for a global business
- Fashion, online and/or retail marketing experience

- 5 years of relevant experience in project management, preferably in the field of media and advertising
- Fluency in written and spoken French and functional English