



# Example of Manager, Marketing & Media Job Description

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Our company is searching for experienced candidates for the position of manager, marketing & media. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager, marketing & media

- Leveraging marketing objectives and customer research as a lens for paid digital media campaign planning
- Devise strategies and execution plans for email marketing
- Track and report on progress of projects
- Work with Marketing Teams on concepting, writing, implementing and executing digital components of integrated client-focused marketing and promotional projects
- Work with Advertising Directors and directly with clients on selling and executing integrated programs
- Participate in developing overall corporate sales and marketing strategy
- Manage digital aspects of corporate flagship marketing initiatives
- Work with Sales, Project Management, Ad Operations to ensure a clean transition to post-sale and monitor project through completion
- Follow up with Sales Team post-pitch to provide recaps to broader team
- Creates graphics utilizing Illustrator, PhotoShop and/or other graphics software

## Qualifications for manager, marketing & media

- Understanding of the social landscape as used by advertisers and publishers
- Experience in lifestyle editorial is a plus

- Must have 4 years+ experience in sales marketing
- Bachelor degree in Marketing, Business or relevant field