



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

- Develop and activate local media promotions/events that leverage brand program and maximize activity in the respective market
- Collaborate with regional experiential team to deliver consistent consumer connections strategy
- Manage and track regional media budget
- Develop, and execute to an efficient marketing budget
- Build multiple product roll-out programs
- Manage and develop web site content for the Media Services business
- Work on the creation of bylined articles, white papers, corporate videos, marketing collateral and more
- Manage trade show communications and creative initiatives to multiple audiences
- Work with 3rd parties on marketing partnerships
- Work with industry partners and associations to drive partner marketing opportunities

Qualifications for manager, marketing & media

- Manage incoming media and brand proposals
- Manage utilization of partner media assets, including NBA, AEG, Hard Rock Hotel

optimization

- Experience working with user interface designers, web developers, and copywriters to provide content direction for site execution
- Experience with current software/methods used for dynamic web site development and content management systems
- Extensive knowledge of digital marketing with focus on user-centric content, architecture, navigation and design