



# Example of Manager, Marketing Job Description

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

## Responsibilities for manager, marketing

- Manages marketing budgets as it relates to customer-specific marketing programs
- Work directly with franchise brand leadership and VP of Marketing to develop franchise brand marketing objectives and goals
- Maintain, manage and own marketing calendar that presents an integrated view of marketing efforts across platforms
- Guide brand marketers in evaluating/selecting digital marketing activities and budget for brands within the franchise, and identifying approaches for execution that best align with brand and franchise objectives
- Prepare and manage Annual Marketing Plan and Budget and provide ongoing feedback and information regarding expenditures, invoices, and status to VP of Marketing
- Develops customer specific annual marketing plans and identifies key milestones
- Implements key marketing programs in partnership with key carrier customers
- Develops marketing program metrics/tracking measures, reports on progress and makes recommendations for process improvements
- Ensures that customer needs are clearly identified and delivered against from a marketing perspective
- Works regularly with channel partners in order to foster relationships, develop co-marketing opportunities and drive Motorola brand through channels

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- Experience with Microsoft Office, Photoshop and Illustrator
  - Sponsorship Sales/Relationship Building experience preferred
  - Must be willing to work in Miami, Florida and have unrestricted work authorization in the United States
  - Outstanding team leader who is able to think strategically and work independently
  - A minimum of 8 years of Medical Device Marketing experience is required
  - Spine/Cardio/Vascular experience is highly preferred