



Example of Manager, Marketing Job Description

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Our company is searching for experienced candidates for the position of manager, marketing. 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

- The Marketing Manager will be responsible for the marketing and promotion of concerts, events and festivals booked by the Southeast office from start to finish
- Attend marketing team meetings and report on activities and programs in community media, and actively contribute to resource sharing among marketing team members
- Partnering with colleagues within the Marketing department to assist with ongoing efforts in Talent Marketing, Community Relations, and Thought
- Supporting marketing needs of direct sales team including development collateral and sales tools, develop and write marketing content
- The Marketing Manager will order and approve all creative assets for his/her shows, including print ads, radio and television spots, e-cards, and online banner ads
- Assist with additional marketing projects as needed
- Oversee online marketing including providing content for website
- Write marketing descriptions for TV programs and sponsorship material
- Develop and execute the UK Marketing plan to deliver overall revenue and new customer targets
- Provide strong, inspiring leadership to the UK marketing team (senior exec and assistant)

Qualifications for manager, marketing

- Experience in developing contingency plans to address potential business situations
- Must be a disruptive thinker
- Must be an avid viewer of content- Movies / Shows /Sports
- Experience with SEO, PPC, web advertising or media buying
- Minimum of 5 years of experience marketing live events
- 2-3 years sales/marketing experience in the higher education market or other relevant academic industries required