



Example of Manager, Marketing Job Description

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Our innovative and growing company is looking to fill the role of manager, marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager, marketing

- Creates the annual London marketing plan and budget and is responsible for monitoring spend throughout the year
- Creates and delivers presentations based on the marketing plans and strategies to the company directors and regional manager
- Assistants in aiding communication in the business about the progress of central London marketing and results
- Produces weekly reports on progress for the marketing director and clients
- Collaborate with Director and Merchandising teams to drive Marketing and Promotions calendar and placements across all customer focused channels
- Oversee three Marketing Coordinators on campaign execution
- Create Marketing plans and author creative briefs
- Country Marketing role with responsibility for a portfolio of products (in-house/ licensed)
- Participate in development of strategic plans for online client experience capabilities and roadmaps to foster business objectives, drive results, meet client needs, and help 'tell the story'
- Partner with business and technical teams across the organization to deliver upon desired enhancements to online capabilities, refine concepts and execute on key deliverables – with a focus on how clients and advisors work together online

Qualifications for manager, marketing

- Experience working with marketing technology platforms Hubspot, Pardot, Marketo
- Creative and analytical mindset
- Multi-channel Direct Marketing campaign delivery
- Business case development and ROMI evaluation
- In-depth integrated marketing communication and creative assessment skills