



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

- Work with development team to create and distribute all product marketing, including case studies and training materials
- Maintain and improve marketing website
- Strategize marketing for family of detectors and all RadPro equipment to maximize strength of lineup
- Formulate and execute a marketing strategy for Turkey, ensuring all activities support the Turkish channel and revenue goals
- Plan affiliate activity that underlines we are the partner of choice for operators (including DSmart and Digiturk) with high quality, innovative marketing support
- Ensure all marketing materials and media plans reflect our positioning and ensure consistent brand messages are met
- Ensure all marketing campaigns are innovative and efficient, supporting the goal of being a groundbreaking brand
- Develop digital assets and work with the creative team to manage website, apps and social media strategy
- Develop successful barter and trade exchanges to ensure we can maximise our marketing budget
- Maintain and ensure successful management of marketing budgets

Qualifications for manager, marketing

- Bachelor's Degree or equivalent experience in Marketing or Advertising field

- Previous experience in the television/cable industry a plus
- Experience in providing strategic and creative direction to various agencies to ensure desired results
- Experience managing and interacting with creative assets