



Example of Marketing Management Job Description

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

- Marketing content and collateral - working closely with the investment content and sales teams, the marketing executive will be responsible for creating and maintaining all content, sales aides and brochures across the different media channels
- Promotional Campaigns - develop, manage and evaluate marketing campaigns targeted at Independent Financial Advisors on a regular basis
- Digital marketing- ensuring the website is maintained and updated with the relevant product and marketing content and management of product-specific social media and email campaigns
- Event Management - end-to-end management of the firm's events, including working with the events team to find venues, organise the agenda, send out invitations, manage logistics and conduct post event reviews
- Plan and manage a range of marketing initiatives and integrated marketing campaigns to help deliver sales targets and meet business objectives, includes creation and maintenance of a suite of retail-focused fund marketing and communications collateral (ie
- Events - supporting team members with the conception and completion of events, preparing specific presentations and marketing collateral for distribution at events
- On a regular basis summarize/document progress with the team of Investment Advisor's
- Assist with coordinating client seminars/meetings led by the Investment

- Provide weekly reporting for Marketing Equipment Management (MEM) Organization
- Manage Tech Level Scorecards and Executional Planners to support Coaching for Service Excellence for all Service, Move and HUB technicians

Qualifications for marketing management

- Expertise with Excel (e.g., data manipulation, equations)
- Industry credentials such as CFA, CIMA or AIF a plus
- 5 – 10 years' experience demonstrating a deep knowledge of Teradata/Aprimo workflows
- Tertiary qualified with a marketing or business focus
- 5+ years' experience in strategy marketing
- Role could be senior marketing generalist, marketing strategist, or marketing specialist in B2B marketing, asset management marketing, product marketing