



Example of Marketing Manager Consumer Job Description

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Our innovative and growing company is searching for experienced candidates for the position of marketing manager consumer. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing manager consumer

- Partner with business stakeholders, IT, and vendors to define functional requirements and use cases
- Perform functional capability demos and presentations for internal teams
- Collaborate with internal and/or external resources (partners/vendors) as needed to support all job responsibilities
- Lead tactical and strategic digital implementation and vendor management activities
- Assists in planning and execution of multiple promotional campaigns identifying products with high sales potential based on seasonality, the news cycle, or other science-related events
- Plays key role in executing direct mail, insert card, and gift campaigns within budget constraints
- Helps to ensure merchandising for the “store” section of ScientificAmerican.com is appropriate
- Works with senior manager in execution of any subscription sales programs through Licensees and other partners, including agency business
- Aids in maintaining all program KPI's and shares key stats with Senior Manager to facilitate ongoing marketing and budget planning
- Works with the entire consumer marketing team and CDS fulfilment team to update existing reporting, and recommend and develop new reporting in any deficient areas

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- Develop marketing strategies and implement programs across multiple digital channels including, email, display media, social media, mobile and other innovative media channels to drive new subscriber acquisition and lead generation
 - Manage reporting against subscription goals driven through digital marketing
 - Strong background in performance marketing leveraging data to develop insights and optimize programs
 - Deep experience in digital marketing with focus on emails and display advertising
 - Ability to develop marketing strategies and translate those strategies into actionable plans
 - Ability to strike a balance between strategic thinking and hands on execution