



Example of Marketing Manager Consumer Job Description

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

- Develop and execute a variety of offline and online consumer materials that meet brand objectives and stimulate appropriate consumer demand
- Participate in market research and help develop strategy to inform brand tactical plans
- Drive internal stakeholder alignment for your projects, and develop strong relationships with cross-functional teams that support the brand
- Collaborate and foster a positive relationship with Medical, Legal and Regulatory to ensure an effective and productive promotional review process
- This position will require some business travel (10-15%)
- Partner with marketing team to develop a comprehensive editorial calendar that supports business goals and marketing programs
- Develop and maintain a specific voice/tone and approach for the Consumer Bank's advice and thought leadership content
- Own the content editorial and production process– from developing story ideas to interviewing experts, writing, editing, partnering with designers and managing external resources
- Actively track relevant themes and research that can help us innovate and build readership
- Oversee production of all video and multi-media assets and manage relevant agency relationships

- Understands the business and insights/analytics to best deliver on the business line goals
- Reviews plans with key internal stakeholders to make sure Corporate marketing needs align with Customer needs as experienced through all channels
- Ensures all marketing programs begin with a profitability objective and builds a marketing strategy to meet/exceed that objective
- May create or assist with tracking reports with our analytics team tailored to each marketing program, using net present value (NPV) and return on marketing investment (ROMI) calculations
- Participates in the development of the marketing calendar and ensures the successful and seamless execution of deliverables that established processes are followed, appropriate resources dedicated and consistently high level of professionalism is maintained
- Supports the development and management of the marketing planning budget of the Company