



Example of Marketing Manager, Wholesale Job Description

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Our growing company is looking to fill the role of marketing manager, wholesale. 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, wholesale

- The Manager will lead and manage the adaptation of strategies and execution of those strategies with our wholesale account partners
- Own relationship with sales to understand ecommerce objectives and provide support to achieve short term and long term goals
- Liaise with internal agency to brief and oversee projects/campaigns
- Gain alignment on proposed strategies from all key internal partners
- Manage the relationship with wholesale account partners – present ideas/projects/creative and gain agreement while ensuring the RL brand is positioned as premier
- Initiate execution of strategies and guide team to adhere to processes and ensure successful outcomes
- Apply a critical lens to all projects and ensure that business critical needs are always incorporated
- Collect and synthesize metrics/reports and understand trends/benchmarks
- Own communication between internal teams
- Manage coordinator to ensure maximum productivity and efficiency

Qualifications for marketing manager, wholesale

- Bachelor's degree with a focus on Marketing, Business, Communication, or equivalent
- Very high level of initiative, self-confidence, energy, diplomacy and personal

- Initiate meetings and drive the presentations, clearly communicate strategies and goals in advance and own outcomes/next steps
- Positive attitude, willing to get your hands dirty and work as a team to accomplish the task at hand
- Responsible for US Wholesale store visits
- Directly working with vendors as applicable – print, GWP, POP