



Example of Marketing Manager, Wholesale Job Description

Powered by www.VelvetJobs.com

Our growing company is hiring for a marketing manager, wholesale. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing manager, wholesale

- Oversee the creation and optimization of digital, online marketing and social media activations for retail accounts
- Merchandise involvement to develop products/classifications and price points
- Manage a portfolio of customers in the Transportation sector
- To prepare credit proposals for new borrowing customers and conduct credit reviews for credit facilities extended to existing customers
- Create and execute comprehensive strategic and tactical marketing plans for the wholesale business, including advertising programs, co-op advertising, direct-to-consumer, in-store promotional programs, social media, and events
- Partner with the marketing departments of wholesale partners to build the Tommy Hilfiger brand and drive sales in stores and online
- Oversee and manage coop marketing program(s)
- Plan and execute seasonal POS programs for all product divisions (e.g., men's and women's sportswear, handbags, kids, underwear, footwear, licensed categories)
- Partner with Advertising and Studio on seasonal photoshoots and campaigns
- Serve as primary liaison and project manager for wholesale licensee marketing projects

Qualifications for marketing manager, wholesale

- Bachelor's degree in a relevant field preferred (Communications, Marketing, Journalism, Design) or equivalent experience

- Knowledge of legal protocol around social contests and partnership with company legal team on such details
- Manage a portfolio of customers and be responsible for new business development entrenching/deep-selling existing banking relationships
- Degree in Banking/Finance/Accountancy
- Experience in the transportation sector may be useful