



Example of Marketing Manager, Wholesale Job Description

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Our company is growing rapidly and is hiring for a marketing manager, wholesale. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing manager, wholesale

- Partner with brand and product teams to create effective go-to-market strategies for new and existing products
- Partner closely with key cross-functional teams (Digital, Events, PR, CRM, Creative, Visual, Sales, Merchandising and Licensing)
- Ensure marketing programmes and materials meet all compliance and regulatory requirements and treat customers fairly
- Execute in-store merchandising projects for both brands, developing directives and acting as the primary liaison between sales, marketing, the retailer and the merchandising vendor
- Support sales, marketing, and product stakeholders as a marketing subject matter expert through developing and executing go to market programs and sales enablement functions including
- Produce self-directed segmentation, targeting, and positioning reports, assess and recommend segment to channel mapping and prioritization for target accounts
- Responsible for producing valuable content for Zayo's website, blog, magazine, Tranzact platform, social media and other channels
- Develop and implement and measure account specific marketing programs
- Seasonal planning for marketing in collaboration with accounts, sales, creative and product teams
- Responsible for Seasonal WS Sell In including biannual Sales Meeting and Tradeshows

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- Minimum 3 years marketing experience with proven ability to be both analytical and creative in the field of Retail
 - Solid marketing foundation and creative development/process experience
 - Advanced level of computer and office application proficiency
 - Business writing and presentation skills training a plus
 - This position can be localized or remote
 - Excellent excel capabilities