



Example of Marketing Manager, Wholesale Job Description

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Our company is looking for a marketing manager, wholesale. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing manager, wholesale

- Collaborate with sales partners and product team to develop loan product marketing materials, campaigns and sales training/support — end-to-end responsibility including strategy, creative development, copywriting and reporting
- Develop and manage a nationwide sales network
- Oversee administration of all associated sales team procedures and functional requirements
- Develop and implement national sales strategies, wholesale distribution map and sales initiatives
- In consultation with showroom develop territory specific sales strategies
- Develop and manage specialist retail, direct and web sales, and distribution strategies
- Provide timely seasonal results assessments of national and territory productivity
- Develop and implement systems and continuous improvement initiatives, to ensure efficient sales information streams and administration
- Establish and manage effective sales seminars, range releases and trade shows
- Lead sales input, development and activities for all major accounts

Qualifications for marketing manager, wholesale

- Familiarity with channel management, brand management and / or sales through internship experience preferred
- Must have worked with some or all of the top 4 UK Wholesalers
- Strong knowledge of the UK Professional haircare market including colour
- Ability to work with sales teams and key client representatives, understanding their needs and delivering to them with timely high quality marketing programmes
- Attention to detail and the ability to understand diverse information, distil it into key messages and handle and prioritise simultaneous objectives