



Example of Marketing Marketing Manager Job Description

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

Responsibilities for marketing marketing manager

- Partners closely with Product Marketing, Product Management, other Carrier Account Teams, Go-To-Market Team (Sales, Operations, Finance), Core/Retail Marketing and Marketing Operations teams in order to develop cohesive marketing strategies and implement brand and demand generation tactics
- Develop marketing programs that clearly communicate the unique benefits and features of the solutions and build congruity in messaging from the sales and client services teams
- Coordinate collaboration with e-commerce, digital marketing and creative services teams to ensure execution across all channels hit marketing targets and objectives
- Creation and execution of promotions including gift with purchase programs, sweepstakes
- Develop and implement consumer and trade programming and promotions for cafes in both B2B channel
- Analyze cafe market and competitive data
- Develop and recommend product offering
- Develop strategic plan for brand expression in coffee drinks, food, retail, and consumer communication in stores
- Procure and develop exclusive products for retailing
- Manage price list and value and supply chain coordination

Qualifications for marketing marketing manager

- Effective brand marketer who is adept at building strong marketing plans across multiple platforms (physical and digital) while keeping both the retailer and end consumer in mind
- Demonstrated ability to understand and discuss the fast moving television media landscape, rights windows, social media relationship with TV programming, and all forms of digital media Must have solid experience and knowledge of marketing next-day EST business physical media
- Minimum 3 years of ma experience
- Must have strong knowledge/passion of apparel
- Must be self motivated, have solid interpersonal skills and be able to function well in a team environment
- Creative problem solver and strategic thinker with a strong work ethic