



Example of Marketing Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing marketing manager

- Ensuring that all proposals, case studies, presentations, and sales marketing responses represent the company's quality, brand, and operational standards
- Managing, planning, driving and tracking lead generation activities, including as needed coordination and follow up with all relevant internal teams
- Deliver all relevant financial and reporting requirements, including budgets, forecasts, monthly reports and scenario planning
- Work with all stakeholders (LA, NR, TV, International/Local TV/ Cross functional teams) to ensure product & promotions are scheduled with optimum timing to maximise sales and seasonality
- Lead and participate in key account presentations and ensure the timely preparation of trade material to support marketing and sales activity
- Coordinate sales meetings and employee meetings/presentations as directed
- Manage and oversee e-brochures revamping literature packs
- Work closely with Performa's public relations contractors to meet all public profile and branding targets
- Drive monthly communications and messaging calendar, project managing campaign creation and execution
- Manage KIPP's social media presence across platforms, collaborating with PR, Development, Recruitment, Government Affairs, and Program Teams to curate, draft, edit, and schedule content

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- Have experience in managing large-scale digital campaigns for brands across digital mediums
 - Must be well versed with the digital space and the technological aspect
 - Must be passionate about the digital space and also content
 - Understanding of instructor and student needs, and educational trends in the higher education market
 - While experience in the business services, financial services, accounting and finance and/or legal industry is a plus, it is not required
 - Ability to manage teams but also execute tactical details