



## Example of Marketing Project Manager Job Description

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Our innovative and growing company is hiring for a marketing project manager. 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 project manager

- Be meticulous and deliver error-free results
- Work with marketing managers and Strategic Analytics team on campaign implementation
- Management of multiple projects throughout the year with the primary focus on Golden Road curated events in the Home Market (329 Day, LA COM, GRB Street Fest, Michelada Contest, Wolf Pack Event Project)
- Prepare, communicate and execute GRB Immersion Experience with Key Wholesale personnel
- Largest scale event annually will be the number 1 priority
- Collaborate with the HE, GRB PR Agency, Social Media Content Coordinator and GRB Trade Marketing to ensure penetration into multiple media channels driving awareness of curated events though out the year
- Develop an E-Commerce plan for consumer goods (development of website to sell additional GRB merchandise and work with the disruptive growth group to ensure all beer ordering Applications with a focus on GRB)
- Develop internal GRB/ABI facing education and ensure they are integrated into the ABI craft Apps used throughout the US
- Adhere to and manage position specific budget, along with the project specific budgets
- Conduct ROI analysis by project and complete ROI analysis within 30 days of executed project

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- 5+ years of project management experience either within a large consumer based company or an advertising agency
  - Must be proficient acting in and leading integrated process teams, coordinating and communicating to multiple stake-holders
  - Experience within a startup, high tech environment is preferred
  - High degree of confidence, strong, effective communication skills
  - Must understand business goals, be able to run multi-campaign and project programs, and measure social media impacts against business objectives
  - Ability to work across several projects simultaneously