



Example of Marketing Senior Manager Job Description

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Our innovative and growing company is looking for a marketing senior 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 senior manager

- Develop, train, and retain team members
- Work collaboratively with internal partners to evaluate marketing communication materials and programs and leverage across the company
- Study and champion the customer
- Build and execute AKC email content, cadence, and segmentation strategy for promotional and triggered email programs and optimize all transactional emails
- Regularly develop new ideas for compelling content for customers and prospects and work with the creative team to manage the development of email creative across various programs
- Develop strategies to drive subscriber signups across multiple touchpoints
- Operate as email subject matter expert for multiple internal groups
- Build marketing strategies and execute innovative merchandising initiatives to drive conversion and high value customer actions across multiple traffic channels (free search/SEO, paid search, affiliates, email, display ads, mobile, and social media) by collaborating with internal and external partners
- Work with vendors and vendor managers to craft on-brand, exclusive content to promote top titles and sale events
- Identify and coordinate cross-category marketing and merchandising programs

- Evidence of matrix management, working with diverse stakeholders and developing talent
- Superior verbal and written communications skills and ability to interact with senior management
- 5+ years of successful track record in the Beauty industry
- Negotiation background
- Familiarity with movie and TV marketing
- Experience providing creative direction and feedback