



Example of Markets Manager Job Description

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Our growing company is hiring for a markets 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 markets manager

- Numerate and adept at utilising a large volume of data to produce succinct effective reporting that focuses on key issues to support strategic and business planning decisions
- Work with front office and other support groups to implement effective client on-boarding processes
- Develop deep business process knowledge staying abreast of business and regulatory changes
- Develop and execute national direct marketing programs, communications, collateral materials, websites and pitch decks that build awareness, encourage bulk launches of Showtime in the Lodging and University segments, and increase the reach, frequency and overall effectiveness of marketing efforts across all individual Distributors, lodging institutions and universities
- Work with Special Markets sales team to develop and execute account-specific bulk marketing programs for key accounts, and support the Field by creating and providing both customized sales materials and tools designed to encourage Distributor Bulk Managers to sell Showtime, and educate and encourage related Distributor-serviced Properties to launch Showtime
- Manage the efforts of agency in media planning for lodging, university and MDU trade publications, manage media budget, and oversee the creative development of print and digital ad placements, timely release of ads, and tracking and reporting of results

- Partnering with Sales teams to offer Wholesaler/NAIC/Advisor training
- Collaborate with marketing partners to produce high quality RFP responses as necessary
- Answers questions from internal and client facing associates about the product

Qualifications for markets manager

- Programming skills in MatLab, C++/C#, Excel/VBA
- Practical and theoretical knowledge and experience in the specialized areas of trading credit risk, market risk, and capital methodologies
- Excellent written and verbal communication skills in English (Polish a plus)
- Established media (enthusiast, mainstream, broadcast...) and influencer contacts in key emerging markets
- Experience of transforming complex concepts into accessible consumer messages
- Demonstrate extensive knowledge of games and the game industry