



Example of Program Manager, Marketing Job Description

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Our growing company is looking for a program manager, marketing. 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 program manager, marketing

- Assists departments/colleges in locating external vendors for design, photography, printing, advertising
- Develops resources to assist departments/colleges with marketing objectives, such as marketing and communications plans, design templates, copywriting tips, graphic resources
- Collaborates with departments/colleges to determine effective marketing strategies
- Coordinates periodical marketing workshops
- Member of Integrated Marketing team
- Serves as support and back-up to the Director of University-Wide Marketing
- Serves as project liaison with outside marketing vendors
- Own all aspects of events
- Own and oversee all event logistics, from contract to completion and everything in between – ensuring the logistics are as tight as possible
- Manage a Customer Reference Program – membership recruitment

Qualifications for program manager, marketing

- LI-EMEA-BK1
- Manage reporting schedules
- Bachelors degree in marketing, advertising, communications or other

- Experience working directly with a sales team, , sales deployment, sales analytics, sales
- Minimum of 3 years of successful experience in digital marketing communications with positions of increasing responsibility and accountability in a goal-oriented setting