

Example of Retail Marketing Manager Job Description

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Our innovative and growing company is hiring for a retail marketing 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 retail marketing manager

- Evaluating KPIs such as customer behaviour, basket size, AOV and conversion to identify trends and recommend activity to generate sales growth
- Working with the Group Digital function to negotiate and manage cross-Group marketing initiatives, creating and delivering channel KPIs and ongoing review and analysis of our performance marketing channels
- Working with the Content Editor to drive relevant and style led content across UK, international sites, mobile, blog and social networking
- Management and reporting on the marketing budget
- Develop and implement a structured go-to-market strategy and execution process of event marketing practices for Retail (Flagship stores, XFINITY Stores)
- Oversee all event plans across the Retail channel enterprise supporting key strategic Corporate-led and local initiatives including Grand Openings, local store marketing plans and implementation, corporate and NBC Universal events
- Develop, manage and maintain event calendars
- Collaborate cross-functionally with Corporate, Division media teams and Region Marketing leads to build event plans and support
- Showcase creative acumen through building relationships and collaborating with NBC Universal teams to build event ideas
- Develop creative briefs that clearly articulate communication objective and

Qualifications for retail marketing manager

- Must have strong in-store marketing, product marketing and visual presentation skills
- Ability to manage and lead teams of people in local or remote locations
- Bachelors degree in related field or 3-5 years of job experience in Marketing, Event Planning, Media and/or Journalism
- Work experience in an international Telecommunications company, technology or FMCG Company within in the Marketing field
- Retail expertise required in order to develop specific strategy for this channel
- Minimum 5-8 years in Sales and/or Marketing with a focus on Business Development