

DOWNLOAD PDF MARKETING AND THE JOB OF THE MARKETING MANAGER

Chapter 1 : Manager Marketing Operations | Job Profile, Responsibilities, Requirements

The marketing manager manages the day to day marketing activities of the organisation and long term marketing strategy for the company. Duties of the Marketing Manager include: Managing all marketing for the company and activities within the marketing department.

Marketing manager Job Summary Responsible for managing marketing, advertising and promotional staff and activities at a company or organization. Takes steps to measure, enhance, and enrich the position and image of a company through various goals and objectives. Primary responsibilities Plan marketing and branding objectives. Expand product solutions and offerings. Prepare marketing strategies alongside other company executives and staff. Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback. Prepare and adhere to budgets. Oversee creation and delivery of press releases, advertisements, and other marketing materials. Design print ads and publications. Ensure brand messages are consistent. Gather and analyze customer insight. Nurture and enrich all external perceptions of the company and growth of market share. Engage consumers on social media. Deepen relationships with all media to ensure the most effective messaging and positioning of the organization. Lead all areas of content generation and production across all media platforms. Take calculated risks based on data-driven analytics. Drive overall CRM and direct marketing. Engage other organizations within the community. Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities. Develop and lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader.

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Chapter 2 : Brand Marketing Manager | Job Profile, Responsibilities, Requirements

What is a Marketing Manager? The American Marketing Association defines its trade like this: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering.

Comments A marketing manager is someone who manages the marketing of a business or product. They can be responsible for several services or products, or be in charge of a single product. A marketing manager needs to have an outgoing, gregarious, and spontaneous nature. In concert with these traits, they need to be highly focused, detail-oriented, and very conscientious of meeting budget restraints and timelines. What does a Marketing Manager do? These creative individuals are responsible for the planned and unplanned images of their employer. Planned images may include print or video advertisements, public speaking engagements, endorsements, and printed literature. Skilled marketing managers deflect the unauthorized comments and reassure the public that the company is doing all that it can to investigate and correct the product line. Marketing managers work with other team members to create both simple and complex advertising campaigns. They may also negotiate the contracts for the various forms of advertising after forming a marketing budget. They may be required to present these ideas to the company and to the final client in order to gain approval for implementation. Marketing managers also determine the marketability of a new product or service. They test out the level of public interest for a new product or service. They also determine, in concert with other team members, pricing and product placement. Find your perfect career Would you make a good marketing manager? Take the free career test What is the workplace of a Marketing Manager like? Much of the work in this field can be accomplished in an office setting. Many marketing managers travel to meet with clients, work with production teams to fine-tune products, and take informal man-on-the-street polls regarding the clients product or service. Additionally, marketing managers travel to meet with prospective media outlets such as video production companies, print production companies, and public speaking venues, as appropriate. Because marketing is a cutthroat field, marketing managers who take continuing education courses, read current white papers, and enhance their digital skills will find themselves head and shoulders above their competition.

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Chapter 3 : Marketing Manager Jobs, Employment | calendrierdelascience.com

What is a Marketing Manager? Marketing managers are responsible for developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.

Their job description entails various activities that improve product awareness and increase purchases. They provide coaching and counselling to sales and marketing staff to aid them in achieving job expectations. They also set and enforce policies and procedures necessary for conducting sales and marketing operations. They are responsible for preparing and submitting the sales and marketing budget for a company. They oversee the design and publication of advert materials to ensure the right message is passed to the target market. They collaborate with other company departmental heads to ensure sales and marketing goals are achieved. They prepare and present to management periodic reports on sales and marketing activities. They also conduct market research to identify price of competing products, demand of products and other important trends useful in taking key business decisions. Other tasks they perform include preparing and submitting sales and marketing budget to management for approval. They conduct price negotiations with clients to strike a profitable bargain. Also, they maintain contact with customers to assist with post-sales services and help resolve any issue with purchased product. Some of the qualities to have to succeed in this job include communication, negotiation, and team-work skills. The sample job description given above will help you to properly highlight the functions you carried out or are presenting performing as a manager of sales and marketing. They are skilled in conducting price negotiations with clients to reach a bargain favorable to both the management and the client

Teamwork Skills: They are able to work with sales and marketing teams to achieve set objectives. If you have these skills and qualities, make sure to highlight them in your resume for employers to see that you will be able to perform on the job excellently.

Conclusion If you are looking for a sales and marketing manager job and want to know the kind of duties and responsibilities you might be required to perform, the above job description explains it all. Also, if you are seeking a great manager to handle sales and marketing duties, the job description template provided in this post will help you in designing a work description that captures all important functions of the role for your recruitment drive, and in assigning tasks to the successful candidate. Please share your thoughts about this post by making a comment in the box below. You may need to pass a job test to be hired for a position, improve your chances of making high scores today! The goal of this phase is to determine if the candidate has the appropriate set of skills and qualities to excel on the job. Find out the tests you will be needing to take for the position you are applying for; get lots of success proven Practice materials to prepare with now: Sure way to make high scores in job tests.

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Chapter 4 : Marketing Manager Duties & Responsibilities | Career Trend

Marketing Manager job title. A great job title typically includes a general term, level of experience and any special requirements. The general term will optimize your job title to show up in a general search for jobs of the same nature.

The Marketing Operations Manager is agile and has a passion for data, metrics, and reporting. The Marketing Operations Manager also excels in operations that facilitate scalability, predictability, and efficiency of marketing operations. This is an engaging and hands-on role and the Marketing Operations Manager, therefore, is an individual who is highly capable of operating and excelling at the strategic and tactical positions. The Marketing Operations Manager is tasked with driving the marketing operations strategies at the junior level. In this position, the Marketing Operations Manager analyzes existing data and information as well as historical trends in order to provide early insights into best practices and new trends that guarantee data quality across marketing metrics and operations. The Marketing Operations Manager is also responsible for the implementation of ongoing key marketing systems such as Eloqua and leading the integration with the sales department. The Marketing Operations Manager also plays an active role in the enhancement of all marketing operations in order to facilitate lead generation, nurturing, and implementation. At this capacity, the Marketing Operations Manager also plays the function of optimizing conversions website traffic, landing pages, lead content generation, and calls-to-action. He also builds targeted marketing programs for prospects with a view of steering them in a consumer-maturity journey, which will lead to increased consumer loyalty. The Marketing Operations Manager also develops and drives the marketing database strategies and execution in relation to consumer growth, segmentation, data cleanliness and completeness. The Marketing Operations Manager plays the role of driving sales and ensuring proper management of marketing alignment initiatives and processes that will support exceptional lead management, enhanced data quality, and improved lead quality. He also manages all marketing operations with the main focus of enabling efficient lead scoring, campaign tracking, lead management, database health, targeting, segmentation strategies, and alignment with sales initiatives. The Marketing Operations Manager manages and pulls key marketing metrics, inputting these measurements into reports that measure the performance of the marketing team as a whole. The Marketing Operations Manager is additionally responsible for the management of marketing reporting of day-to-day campaign activities, reporting from basic campaign tracking to attribution models. The Marketing Operations Manager also plays an analytical role where he provides ad-hoc analyses and insights on all ongoing marketing activities. For example, he conducts research where there has been a deviation from standard marketing practices or the introduction of new marketing approaches and strategies in order to advise marketing and sales departments on best practices and the most suitable marketing approaches. At this capacity, the Marketing Operations Manager also provides senior marketing operations managers and the Chief Marketing Officer with ongoing analysis reports for marketing investments, actively monitoring, analyzing, and reporting on the status of marketing initiatives, program ROI, consumer acquisition, consumer retention, and activity. He additionally prepares and presents key marketing KPI insights and data on relevant marketing operations to the senior marketing operations management and executive marketing personnel. The position of the Marketing Operations Manager is also collaborative and, as such, the occupier of this position works closely with the sales department as well as the finance department in ensuring optimal exploitation of the marketing budget in achieving targeted sales and revenue outcomes. The Marketing Operations Manager coordinates with market strategist in the creation and management of marketing campaign process for the purpose of driving leads from both consumers and prospective consumers. The Marketing Operations Manager will also coordinate with the senior marketing operations management and the Chief Marketing Officer in consultation and management of both offline and online marketing channels. The equivalent of this requirement in working experience is also acceptable. A candidate for this position will have had at least 4 years working experience in a marketing capacity playing offline, digital, and analytical marketing roles. A

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suitable candidate will demonstrate a deep interest in conducting quantitative analyses and forecasting program results. The candidate will also have proven and successful experience and expertise in CRM solutions and marketing automation. Good written and verbal communication skills are a must for this position. Being a highly interactive and cross-functional position, the effectiveness of both the marketing operations and collaborating departments will be highly dependent on the clear and concise conveyance of information and instructions by the Marketing Operations Manager. Additionally, the Marketing Operations Manager will regularly prepare program analysis reports, which will be presented to senior marketing operations management, collaborating personnel, and the Chief Marketing Officer. He must, therefore, be capable of conveying even the most complex concepts in simplified, easy to understand, and digestible terms. The Marketing Operations Manager must be extremely proficient in Ms Word, PowerPoint, and Ms Excel, which will be necessary in the creation of visually and verbally engaging reports and presentations. The Marketing Operations Manager must portray a high comfort level and thrive working with marketing automation tools. He must be a results-driven individual with a strong ability to conduct quantitative data analyses in order to determine ROI, forecasting, program effectiveness, and lead volume trends. A candidate for the position, therefore, has to be a metrics-focused marketer who has a deep interest and love for analyzing and understanding data in order to inform marketing decisions. The Marketing Operations Manager will be a creative and strategic thinker, have exceptional attention to detail, be highly organized, be highly methodical, be a strong team player, be able to multitask and handle multiple simultaneous projects, have exceptional problem skills, be self-motivated and proactive, and display composure under stress. A candidate for this position also has to possess exceptional people skills, making him an approachable and relatable individual, which will aid in the establishment of strong and meaningful relationships with others.

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Chapter 5 : What does a Marketing Manager do?

A marketing manager is someone who manages the marketing of a business or product. They can be responsible for several services or products, or be in charge of a single product. A marketing manager needs to have an outgoing, gregarious, and spontaneous nature.

Job profiles Brand Marketing Manager The Brand Marketing Manager ensures the efficient execution of business plans in order to meet future brand expectations and targets. The Brand Manager also takes part in the development of short-term tactical Sales and Brand Management marketing plans. The Brand Marketing Manager ensures brand integrity by guiding efforts across multiple channels and functions. The role entails the management of media campaigns from the beginning to the end and is also responsible for the execution across all media channels inclusive of TV, Radio, Digital, Print, and Paid Social. The Brand Marketing Manager plays part in the development of the brand marketing strategies in order to establish strategic direction and program positioning. The Brand Marketing Manager also plays a managerial role in the production process for all offline marketing materials, for example, technical specs, project timelines, and so forth. The Brand Marketing Manager additionally manages media timelines and executes plans across all media channels, that is, TV, Social, Radio, and Print etc. The role of the Brand Marketing Manager is not entirely independent. The Brand Marketing Manager works closely with senior brand marketing management, that is, the Senior Brand Marketing Manager, Head of Brand Marketing, and the Director of Brand Marketing in reviewing and approving all branded elements for advertising and launch materials inclusive of printed collateral, product packaging, online assets, launch toolkits, product logos, and videos. In this collaboration, he also provides feedback and insight on the performance of program campaigns and relays them for further strategic development and solution formulation. The Brand Marketing Manager also serves as a collaborative partner and liaison between all internal product departments in ensuring integrated campaigns and cohesive strategies. The Brand Marketing Manager also plays an analytical role where he conducts research and analyses, translating campaign performance into communication documents and reports, which are distributed to senior brand marketing management and key stakeholders. Some of these documents are marketing briefs, competitive analyses, campaign recap decks, and so forth. At this capacity, the Brand Marketing Manager also track spending on all media campaigns for the purpose of ensuring that brand marketing efforts always stay within the allocated budget. Here, the Brand Marketing Manager actualizes cost reports per project at the completion of each brand marketing campaign. He prepares account management, expenditure, progress, and other related reports. Additionally, the Brand Marketing Manager, reviews targeted spends and makes real-time adjustments in order to optimize brand marketing campaign performance. The Brand Marketing Manager is also responsible of the translation of key research reports into strategic recommendations, which he forwards to the Senior Brand Marketing Manager for further refinement and consideration. A working experience of the equivalent is also acceptable. A candidate for the position must have had 2 years of experience executing paid advertising programs for a business in a fast-paced and competitive environment across all media channels inclusive of TV, social, digital, radio, and print. He will also have vast experience executing paid advertising programs on key self-service platforms such as Youtube, Facebook, Twitter, Pinterest, Google AdWords, and Instagram. A suitable candidate will also have a proven and successful track record in executing digital ad campaigns on multiple channels. However, he will also demonstrate proficiency in offline brand marketing approaches and as an added bonus, a candidate for the position will have proven and successful experience working and managing large scale budgets in a project of substantial value within a business setting. Communication skills are an absolute necessity for the Brand Marketing Manager, both in written and in verbal form. The Brand Marketing Manager will need strong communication skills in interactions with junior brand marketing personnel and collaborating personnel, which will aid in the accurate conveyance of information, leading to smooth execution of duties. Additionally, good communication skills

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will be necessary in interaction with external partners and senior brand marketing management to whom he will have to deliver regular reports and proposals in regard to campaign and program performance. These reports and presentations will have to be clearly articulated, making even the most complex concepts understandable to no-technical individuals. The Brand Marketing Manager will have to be able to tailor messages for various audiences in a manner that is relatable and understandable and to do this he will require exceptional communication skills. A Brand Marketing Manager must also be highly proficient in Ms Word, PowerPoint, and Ms Excel, which will be necessary in the creation not only verbally but visually engaging branding materials, reports, and presentations for the brand marketing department, collaborating personnel, relevant stakeholders, and external partners. The Brand Marketing Manager has to have deep knowledge of analytic tools such as Simmons, ComScore, Nielsen among others that will be used in analyses of brand marketing campaigns. He also has to possess outstanding strategic, creative, and storytelling abilities that will be necessary for the development of creative advertising materials in all forms of media. A candidate for this position must portray strong attention to detail, have an ability to prioritize projects, an ability to perform effectively under pressure and tight deadlines, be self-motivated and inspire the same in others, be proactive and reactive, have a positive can-do attitude, be team-oriented, have excellent problem solving skills, and demonstrate calmness and composure in uncertainty. The Brand Marketing Manager must also possess strong people skills that will enable him to form strong and meaningful relationships with people, for example, with external partners and collaborating personnel. People skills will make him likeable and relatable, which will inspire trust in the people he interacts with for the purposes of this role.