JOB DESCRIPTION

| **Title** | MARKETING MANAGER | | |
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| **Reports To** | [INSERT TITLE] | | |

**Job Purpose**

The **Marketing Manager** is responsible and accountable for the supervision of the marketing experts [Organization Name]. Their responsibilities include communicating budget and daily procedure information to senior management and department employees, managing the implementation of marketing campaigns to promote corporate products and services, and hiring and training department staff.

This position plays a major role in assisting [Organization Name] in promoting and selling its items to customers. To be specific, the Marketing Manager can direct and influence how [Organization Name] brand appears and feels in the marketplace, and their responsibilities can span the entire spectrum of how we communicate.

**Duties and Responsibilities**

Responsibilities include, but are not limited to:

* Developing ideas and tactics to spread the word about [Organization Name] business and attract qualified prospects/customers.
* Create digital media strategies with business objectives that are in line with our vision.
* Deploying successful marketing programs and being in charge of their execution from concept to completion.
* Experimenting with organic and paid acquisition channels such as content development, curation, PPC advertising, event management, publicity, social media, lead generation campaigns, copywriting, and performance monitoring.
* Producing engaging and valuable content for our website and blog that attracts and converts our target audiences.
* Establishing strategic alliances with major industry players, agencies, and vendors.
* Preparing, managing, and distributing funds wisely to the marketing budget on a quarterly and annual basis.
* From website banners to hard copy brochures and case studies, overseeing and approving marketing materials.
* Gaining insight and evaluating goals by measuring and reporting on the performance of marketing efforts.
* Analyzing customer behavior and making appropriate changes to email and advertising efforts.
* Performing other related duties as assigned.

**Key Qualifications**

* Bachelor's degree in marketing, finance, business administration, or a closely related field
* Master's degree in a relevant discipline is an advantage.
* Experience as a marketing manager of at least two years is required.
* Expertise in marketing automation software for electronic marketing.
* Excellence in marketing tactics, channels, and branding.

**Core Competencies**

* Ability to build relationships with clients and internal departments
* Excellent verbal and written communication skills
* Excellent organizational and time management skills
* Excellent research and problem-solving skills
* Knowledge of applicable industry regulations
* Project management, multitasking, and decision-making abilities are essential.
* An eye for originality and a mind for metrics; a marketing mind with a creative streak

**Working Conditions**

* Working hours are generally from <insert time> to <insert time>.
* Overtime may be required.
* May work evenings, weekends, and holidays.
* Some travel may be required.