

Marketing Manager Job Description Template

Marketing Manager Job Description

Are you a creative Marketing Manager that is passionate about marketing campaigns and is always looking for ways to improve brand awareness?

Marketing Manager Job Description Summary

Our company is seeking a Marketing Manager to improve the volume, quality, and predictability of marketing qualified leads and marketing-sourced pipeline to deliver continued increases in marketing sourced revenue. You will be a willing team player, demonstrate excellent communication skills, and always be thinking of the next idea. You will understand that you are the custodian of the brand and will have a firm grasp on modern technology and various marketing platforms

About Your Company

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Marketing Manager Responsibilities

As a Marketing Manager at our company, you will:

- ✔ Plan and implement multiple marketing initiatives across various platforms.
- ✔ Content copywriting, graphic design, and video editing.
- ✔ SEO and SEM management and optimization.
- ✔ Measure, analyze and report on marketing campaigns against goals (ROI and KPIs).
- ✔ Developing and maintaining automation infrastructure.
- ✔ Collaboration with multiple stakeholders, both internal and external
- ✔ Management of social media, mail marketing, and influencer marketing activities.
- ✔ Manage projects within the marketing department adhering to the marketing strategy
- ✔ Prioritization and spend of marketing budget
- ✔ Report to the Chief Marketing Officer or equivalent
- ✔ [Add or delete details about the role where necessary]

Marketing Manager Benefits

- ✓ [List all of your company's core benefits here]
- ✓ [This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies]
- ✓ [It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided]
- ✓ [Consider mentioning industry-specific benefits]

Marketing Manager Education and Qualifications

- ✓ A bachelor's degree in marketing, business, advertising or another related field is not required to hire a good Marketing Manager. Vervoe believes in hiring marketing managers based off a skills assessment, rather than the education background on a resume.
- ✓ A minimum of 5 years in related marketing roles or marketing department does not guarantee job performance. Vervoe believes in hiring based off merit, not background.

Pro Tip

In building your candidate profile, remember you've already identified what skills are needed to succeed in the role. Here's where to list your "must-have" skills and maybe a couple of "nice-to-have" skills. For example, a Marketing Manager must have strong creative thinking skills, and it would be nice to have significant experience in creative graphic design.