**[INSERT FULL AND COMPLETE NAME OF THE COMPANY]**

**[INSERT STREET ADDRESS OF THE COMPANY]**

**[INSERT CITY, STATE OR PROVINCE OF THE COMPANY]**

**[INSERT ZIP OR POSTAL CODE OF THE COMPANY**

**[INSERT CONTACT NUMBER/S OF THE COMPANY]**

**[INSERT EMAIL ADDRESS OF THE COMPANY]**

**[SPECIFY WEBSITE, IF ANY]**

**MARKETING MANAGER**

**JOB DESCRIPTION**

**JOB TITLE:**

MARKETING MANAGER

**COMPANY BACKGROUND**

[INSERT COMPANY BACKGROUND]

**JOB SUMMARY**

[SPECIFY NAME OF THE COMPANY] is specifically looking for a MARKETING MANAGER that is in charge of the day to day marketing activities of the company and long term marketing action plan for the company. The Marketing Manager is liable for managing the [SPECIFY THE NAME OF THE COMPANY's] marketing initiatives. He or she requires to have a friendly, social and spontaneous nature. In accordance with these attributes, he or she requires to be highly focused, detail-oriented and very meticulous of meeting budget limitations, restrictions and timelines. He or she utilizes market research and analysis to manage marketing strategy and planning. He or she shall supervise the production of all promotional materials and marketing campaigns. He or she shall be accountable in reporting marketing and sales result and outcome to senior executives. The Marketing Manager is the person responsible for supervising the dealing out of resources to marketing activities. Marketing activities are the activities which decides the success or failure of an enterprise. A few of the responsibilities of the marketing manager are as follows:

##### **RESPONSIBILITIES TOWARDS ENTERPRISE**

The marketing manager is a very responsible authority to achieve the goals which is established in advance of an enterprise. To increase the honor and earning of the company, he has to plan, organize, coordinate, direct, manage and control all the marketing activities of the company. He has the responsibility to:

* Accumulate the results of market research and determine and control the quantity and quality of production.
* Sale forecasting, price fixation and product planning.
* Prepare a roadmap of advertisement and sales promotion and determine the means of distribution for goods and services.
* Control credit policy of the company and as well as the value of marketing activities.
* Organize for after-sale-services and remove the difficulties of consumers and/or clients.

##### **RESPONSIBILITIES TOWARDS EMPLOYEES**

A Marketing Manager has a great responsibility towards’ the employees of his department. For his employees, he has the responsibility to give them proper training and salary. The further responsibilities of a marketing manager unto his or her employees are to:

* Initiate strategies for their welfare.
* Motivate them, which indirectly advantages the development of the firm.
* Assess the performance of employees and receive the suggestions and the problems of employees.
* Organize the activities of varying employees.

##### **RESPONSIBILITIES TOWARDS SOCIETY**

Additionally, a Marketing Manager has a great responsibility towards his society. He or she has the responsibility to:

* Deliver new goods and services according to the needs and wants of society.
* Preserve the regular supply of goods and services at satisfactory prices in the market.
* Increase the employment opportunities.
* Defend society against the impact of economic slump.

##### **RESPONSIBILITIES TOWARDS CUSTOMERS**

##### This time, the following are the responsibilities of a Marketing Manager unto the company’s consumers:

* To study the needs and wants of consumers and in compliance to it achieve their demands.
* To prepare the frequent supply of goods and services.
* To give after sale-services.
* To educate the consumers with respect to alternative uses of products.
* To remove complaints of consumers

**SKILL SET**

* The Marketing Manager must have a detailed knowledge of traditional and developing means of marketing.
* The Marketing Manager must outstanding and exception skills in communication.
* The Marketing Manager must have the ability to think imaginatively and innovatively.
* The Marketing Manager must have budget-management abilities and expertise.
* The Manager must have professional assessment and preference that comes from years of experience in the marketing field.
* The Marketing Manager must have analytical skills to predict and determine trends and challenges in the future.
* The Marketing Manager must have intimacy with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
* The Marketing Manager must be prepared to execute changes promptly so forth as to adjust to a change in the market or an unexpected opportunity that presents itself.
* The Marketing Manager must have knowledge on the content strategy.
* The Marketing Manager must regularly lead by example, know how to inspire and encourage staff and know when to make decisions.
* The Marketing Manager must acquire a knowledge of how to make use of analytics to remarket.
* The Marketing Manager must have great imagination and innovation that may extend for the next idea.
* The Marketing Manager must be able to understand needs and desires of the customer which is a key skill and principal marketing manager responsibility to find a way to satisfy the customer needs.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

* The Marketing Manager interviews, examine, evaluate, hires, and trains the staff members in the marketing department.
* The Marketing Manager demonstrates marketing goals subject to past performance and market predictions.
* The Marketing Manager supervises current offerings and comes up with initiatives for new products or services.
* The Marketing Manager has the abilities to bring about and develop product and pricing strategies, balancing firm objectives.
* The Marketing Manager should have the ability to enhance the product and price strategy and portfolio in accordance with the overall strategy.
* The Marketing Manager researches and examines market trends, demographics, pricing schedules, competitor products, and other pertinent information to establish marketing strategies.
* The Marketing Manager is tasked to work with the staff in the marketing department to establish particular marketing plans for all media mechanisms and the sales teams.
* The Marketing Manager accepts satisfactorily and supervises the creative progress of promotional materials, website content, advertisements, and other marketing-related projects.
* The Marketing Manager communicates with diverse media buyers, advertising agencies, printers, and other services in order to aid marketing projects be fulfilled and achieved.
* The Marketing Manager gives thorough information to interested clients, and acts as a representative for the marketing department in significant buyer meetings.
* The Marketing Manager works within the department budget to expand cost-effective marketing plans for every product or service.
* The Marketing Manager keeps in sight all marketing and sales data and produces comprehensive written reports and verbal presentations to bring to senior executives.
* The Marketing Manager regulates marketing campaigns and strategies as required as possible in response to collected data and other reviews.
* The Marketing Manager shall recognize the target markets and developing strategies to communicate with them.
* The Marketing Manager shall examine certain methods of making existing product and services be better, and increasing its profitability.
* The Marketing Manager shall make a research on the competitor’s products and services.
* The Marketing Manager shall be in charge for the environment and competitor analysis, product line-up and introduction, promotion, planning and application of marketing programs.
* The Marketing Manager shall make sure of the product arrangement and movement in each and every outlet.
* The Marketing Manager shall maintain the control of the inventory versus the demand, making prompt actions to see to it that orders are served.
* The Marketing Manager shall devise, supervise and analyze all types of promotions either consumer, trade or salesman administered.
* The Marketing Manager shall closely collaborate with the Marketing Services Group to be able to observe and assess the promoter’s performance, promotional activities and merchandising.
* The Marketing Manager shall work closely with the financial and sales department to assist and serve customer and company requirements in the most profitable way.

**SUCCESS FACTORS FOR A MARKETING MANAGER**

* **Attention to detail.** Makes all data and information needed precise and the work in-depth, thereby meeting the highest standards of the [SPECIFY NAME OF THE COMPANY].
* **Focus on the customer.** Always desires to obtain or achieve to understand the internal and external customer of the [SPECIFY NAME OF THE COMPANY] and meet the needs of both the customer and the [SPECIFY NAME OF THE COMPANY].
* **Drive for results.** Works to attain high levels of personal and organizational performance so as to fulfill or exceed objectives of the [SPECIFY NAME OF THE COMPANY].
* **Improve continuously.** Continuously evaluate and adapt to prevailing practices to perform a task better, faster or more efficiently and effectively in the [SPECIFY NAME OF THE COMPANY].
* **Share information.** Share information so that [SPECIFY NAME OF THE COMPANY] coworkers, customers and suppliers comprehend and can take action.
* **Foster Teamwork.** Works well in a team environment and encourage teams to maintain outstanding levels of performance in the [SPECIFY NAME OF THE COMPANY].
* **Develop self and others.** Frequently work to develop own capacities and the capacities of other employees and staff members of the [SPECIFY NAME OF THE COMPANY].

**QUALIFICATIONS**

* The candidate must be a graduate of Marketing or Business course from a top and reputable College or University.
* The candidate must be a qualified and eligible chartered marketer.
* The candidate must have [SPECIFY NUMBER] years of experience as a Marketing Manager.
* The candidate must have a background in Sales, Dealer Coordination, Marketing Communications and Advertising.
* The candidate must have the verifiable experience in marketing together with the potential and attitude necessary to learn.
* The candidate which have a Master’s Degree in Marketing have a greater chance of being chosen.
* The candidate must have the proven experience in recognizing target audiences and in imaginatively formulating and leading across channels marketing campaigns that engage, educate and motivate.
* The candidate must have the firm understanding and grasp knowledge of website analytics tools (for example, Google Analytics, Omniture, Web Trends, Net Insight).
* The candidate must have the experience in setting up and development of Google AdWords campaigns.
* The candidate must have the state of the art updated trends and best practices in online marketing and measurement.
* The candidate must be confident and have a high powered and aggressive personality.
* The candidate must have a strong creative point of view.
* The candidate must have the aspiration to a continuous career improvement.
* The candidate must be willing to work in [SPECIFY CITY OR PROVINCE].

**HOW TO APPLY**

If you are interested to be part of our growing team, please submit your resume and application letter to [SPECIFY NAME] with email address at [SPECIFY EMAIL ADDRESS]. You can also drop by our office and personally submit your resume and application letter. Please look for [SPECIFY NAME OF HUMAN RESOURCES PERSONNEL]. Kindly refer to the address of the company stated above.

Please note selection for interview will largely be based on the information you passed on your resume and application letter.

For more information about the company, you can visit our company website at [SPECIFIC WEBSITE].