

Marketing Manager

Does this sound like you? You are imaginative and analytical at the same time. New advertising campaigns and product launches get you excited. You've always been curious about what makes people tick. Perhaps you could be a **Marketing Manager**.

Job Overview

Marketing managers are responsible for developing and overseeing marketing programs in specific channels, fostering customer loyalty and retention, providing sales support, and advancing brand building efforts. Marketing typically begin with market research projects which help generate consumer insights for marketing campaigns. From there, marketing programs are built across different channels and customer segments. Marketing Managers not only build these programs, but also are responsible for evaluating the impact of their efforts. Oftentimes, Marketing Managers will partner closely with creative teams, internal stakeholders, and external agencies and vendors to execute their campaigns and programs.

Top Skills & Competencies

- Customer Centric
- Cross-Functional Leader
- Project Management
- Metrics Driven Thinking
- Brand Champion
- Strategic Thinking
- Team Player