

JD for Marketing Manager

Job Title: Marketing Manager

Company: [Company Name]

Location: [City, State]

Job Description:

The Marketing Manager will be responsible for leading the development and execution of the company's marketing strategy. This includes managing the marketing budget, leading the creation of marketing materials and campaigns, and working closely with the sales team to drive revenue growth.

Key Responsibilities:

- Develop and execute a comprehensive marketing strategy to increase brand awareness and drive revenue growth
- Manage the marketing budget and ensure effective allocation of resources
- Lead the creation of marketing materials, including but not limited to brochures, flyers, email campaigns, and social media content
- Work closely with the sales team to align marketing efforts with sales objectives and strategies
- Monitor and analyze market trends to identify opportunities for growth and new product development
- Collaborate with cross-functional teams to ensure effective execution of marketing campaigns and strategies
- Ensure all marketing activities are in line with company's values and ethics

Technical Competency Requirements:

- Proven experience in a marketing leadership role, with a track record of driving revenue growth through marketing efforts

- Strong understanding of traditional and digital marketing techniques and strategies
- Strong project management skills and ability to manage multiple projects and deadlines simultaneously
- Strong analytical skills and ability to use data to inform and drive marketing decisions
- Strong knowledge of marketing software, such as Adobe Creative Suite, Hootsuite, and Google Analytics
- Strong knowledge of company's industry and target audience

Behavioral Competency Requirements:

- Excellent communication and presentation skills, with the ability to effectively communicate with both internal and external stakeholders
- Proven ability to work independently and take initiative
- Excellent written and verbal communication skills

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field
- Minimum of 5 years of experience in a marketing leadership role
- Strong track record of leading marketing efforts that have driven revenue growth
- Proven experience creating successful marketing campaigns and materials
- Strong computer skills, including experience with marketing software and analytics tools.