

# Corporate Marketing Manager Job Description

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## **Duties and Responsibilities:**

- Develop and implement comprehensive marketing strategies for advertising new products and achieving business objectives
- Oversee the overall activities, such as research, development, distribution of PowerPoint presentations, and other parts of the marketing strategies
- Take part in customer programs, such as Summits, Library Advisory Board, Lunch and Learns, and Seminars
- Manage the making of marketing collateral, including press releases, brochures, and newsletters
- Analyze the success of marketing campaigns and adjust strategies to accomplish target goals
- Organize and direct marketing operations and promote products and services through working together with advertising, marketing or promotional managers
- Carry out market research to identify target audiences, market trends, and competitive positioning
- Develop the ability to plan and implement multi-channel marketing campaigns, such as traditional channels, email, digital, and social media
- Plan, build, and execute various categories of digital projects, such as email marketing, digital marketing campaigns, and websites or mobile application design and development
- Develop a landing page that has conversion optimization and communicate with senior leaders about managing and supporting the marketing strategy, budgets, and campaigns
- Organize and participate in corporate events, summits, and trade shows with stakeholders and business partners to advance the positioning of products and services

- Strictly monitor website traffic in-flow, website performance, and campaign performance and make provision of strategy and insights for clients
- Collaborate with the recruiting team and ensure the objectives for their strategy are met within the digital marketing organization and that digital executions align with the priority hiring requirements
- Inspire your team and support a culture that drives results, creativity and teamwork, and ensure adherence to brand standards
- Discover and create strategies that enable regional teams to apply the global brand position with stability across events, the press, and media
- Lead all planning and logistics for global company town hall meetings in partnership with the Internal Communications team and Brand Experience team.

## Corporate Marketing Manager Requirements – Skills, Knowledge, and Abilities

- **Leadership Skills:** Corporate marketing managers need the ability to manage the marketing teams to effectively perform tasks delegated to them and achieve specific goals. They have to interact with various departments, organize meetings, and present the strategies to the higher management.
- **Communication:** Corporate marketing managers need these skills to collaborate with cross-functional teams and communicate ideas, expectations, requests, and high-level overview of marketing campaigns clearly and effectively to both large groups and one-on-one conversations.
- **Technical Skills:** The fast-changing technologies and the ever-increasing use of social media and content as a marketing tool have made corporate marketing managers to develop technical skills, including creation of content that ranks high in search results, effective use of email marketing, working through collaboration tools, and website audits and social media handle usage. Being technically skilled will give them the ability to use specialized software, tools, and equipment to design, manufacture, and distribute marketing materials.

- **Organizational Skills:** Corporate marketing managers need organizational skills to manage multiple tasks and projects simultaneously and make decisions about multiple assignments. This will help them reduce stress, manage different events effectively, ensure realistic timelines for campaigns, and guide the team for timely execution of assignments.
- **Analytical Skills:** Strong analytical skills will give corporate marketing managers the ability to analyze data, identify trends, and make decisions to optimize marketing strategies. They develop knowledge about the huge amount of data available today, what that data can reveal about consumer behavior and the effectiveness of different marketing approaches so they can review the impact of their work and adjust it accordingly.
- **Creativity:** Corporate marketing managers should be able to develop innovative and engaging marketing campaigns that will help them work with ideas and improve them to reach new and existing customers. Being creative is the easiest way they can produce short and innovative videos for new social media campaigns. They will have to identify a new way to conduct market research and discover a new program or tool that will track customer engagement in a better way.
- **Problem-Solving:** Corporate marketing managers utilize problem-solving skills when they want to address challenges. They should have the ability to identify issues, analyze data, implement strategies, and develop creative solutions so as to achieve success and positive results.
- **Adaptability:** Corporate marketing managers have to quickly adapt to new situations and problems, changing market trends, new technologies, evolving customer preferences. Adaptability skills will help them deal with obstacles, look for ways, lead the team, and continue with the new policy. The corporate marketing manager job requires flexibility and the ability to make quick decisions or change direction in a moment's notice.
- **Collaboration:** Working with team members, salespeople, software engineers, data scientists, among others, will help corporate marketing managers actively listen to what others have to say so as to communicate effectively and also identify solutions to issues customers are having.

- **Attention to Detail:** Corporate marketing managers need to be zealously and intentionally detail-oriented for the ability to lay down all the better aspects of the project. They can create multiple campaigns if they give much attention to detail. Reading, writing, spelling correctly, and spotting errors where necessary will determine how successful the corporate marketing manager can become.
- **Interpersonal Skills:** Possessing interpersonal skills is the first step toward building and maintaining positive relationships with clients, vendors, and stakeholders. These will show on your manners, body language, facial appearances, mode of speech, and language choice. How you interact with and actively listen to other people determine whether you have interpersonal skills or not. But you need it if you desire to be successful as a corporate marketing manager.
- **Financial Management Ability:** Corporate marketing managers should be able to analyze financial data to calculate Profit-Loss Projections and Return on Investment (ROI). With this skill, they assess budgets and estimated spending compared to pricing and potential sales to predict and measure the success of marketing campaigns.
- **People Skills:** The ability to communicate with people from various departments is needful among corporate marketing managers. The communication should extend to content managers, clients, social media teams, and advertising agencies, among others. For corporate marketing managers to be successful, they need to be calm, persuasive, and clever in handling people.
- **Logic and Reasoning:** Corporate marketing managers should learn to utilize valuable information to get meaningful conclusions and apply existing knowledge to assess new information in a special way. This skill will help them change marketing campaigns based on previous success and create effective campaigns based on latest information about demographics and target markets.
- **Sales Skills:** The ability to think from a sales perception and develop a sales process will help marketing marketers create successful marketing strategies that they need. They can never separate sales from their profession and still have a firm business that comes from a real sales process. If they will understand the importance of being sales skillful, they will go the extra mile of possessing these skills.

- **Social Perceptiveness:** It's very important that corporate marketing managers become aware of how others react. They need to develop the ability to understand why others react in such a manner. Corporate marketing managers should collect reports from the team and analyze them based on their market knowledge and how competitors are doing.
- **Innovative:** Corporate marketing managers should become familiar with new concepts and have the desire to understand an idea that may be complicated to catch at first glance. They must follow the fast-changing world and know that people's preferences are changing. Therefore, they need to think out-of-the-box and create campaigns that dangle to the tunes of the targeted audiences.