

Marketing Manager Job Description

Duties and Responsibilities:

- Conduct demographic surveys to identify target market for products/services
- Utilize results of a market survey to determine most suitable medium for advertisement
- Motivate marketing personnel to foster effective promotion and advertisement of products and services
- Plan, develop, and implement marketing strategies essential to the achievement of set targets
- Prepare and present a realizable and detailed budget to executives for approval
- Oversee the introduction of new products to ensure its reception by a target market
- Obtain information on consumer product opinion by interviewing and distributing questionnaires to consumers
- Determine price of competing products in the market and the outcome of price change
- Supervise the activities of assistant marketing managers and other marketing employees to ensure efficient and productive work operation
- Oversee the design and publishing of advert materials
- Review marketing concepts to ensure the right message is passed across to consumers
- Calculate cost of production and percent profit to determine price of new products/service
- Utilize social media platforms to promote and publicize products in order to reach a target market
- Contact media agencies to subscribe to advertising spaces on television, radio, and print publications
- Produce catalogs which contain a list of available products and their accompanying price.

Marketing Manager Requirements – Skills, Knowledge, and Abilities

- Education and Training: To become a marketing manager, you require at least a Bachelor's degree preferably in advertising, journalism, marketing, or other related disciplines. Having a prior experience in the field of marketing is an advantage towards securing the job
- Persuasion: Marketing managers are skilled at convincing a potential customer to purchase a product or subscribe to a service
- Interpersonal Skills: They are able to relate and interact with people of varying behavioral characteristics
- Decision-making Skills: As one of their qualities, marketing managers are skilled in taking appropriate marketing decisions.