

Job Description

| OVERVIEW | | | |
|---------------------|---|-------------------|-----|
| Job Title | Marketing Manager | Job Code | --- |
| Division | --- | Department | --- |
| Role Purpose | The position of marketing manager consists of determining the demand for products and services offered by a firm and its competitors and identify potential customers. It also consists of developing pricing strategies with the goal of maximizing the firm's profits or shares of the market while ensuring the firm's customers are satisfied, and overseeing product development or monitoring trends that indicate the need for new products and services | | |

| REPORTING LINES | | | |
|---------------------------------------|---|----------------------------|------|
| Direct Reporting Relationships | • | Supervises (titles) | • NA |

| DUTIES PERFORMED | | |
|------------------|----------------------|---|
| % of Time | Key Accountabilities | Key Activities |
| 100% | Team Management | <ul style="list-style-type: none"> • Compile lists describing product or service offerings • Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand • Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services • Develop pricing strategies, balancing firm objectives and customer satisfaction • Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities • Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections • Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers • Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors • Initiate market research studies and analyze their findings • Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends |

Qualifications and requirements

- A four-year bachelor's degree
- Ability to give full attention to what other people are saying, and to use logic and reasoning to identify the strengths and weaknesses of alternative solutions
- Ability to persuade others to change their minds or behavior, and to be aware of others' reactions and understanding why they react as they do

Competencies (in order of importance)

- Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations
- Attention to Detail — Job requires being careful about detail and thorough in completing work tasks
- Cooperation — Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude
- Integrity — Job requires being honest and ethical
- Leadership — Job requires a willingness to lead, take charge, and offer opinions and direction

Lines of communication

- Please Identify where the position fits within the hierarchy of your organization

VERSION TRACKING

| | | |
|--------------------------|------------------|--|
| Version | | |
| Prepared by: | | |
| First review by: | | |
| Second review by: | | |
| Approved by: | Name | |
| | Signature | |
| | Date | |