

## **JOB DESCRIPTION – Marketing Manager**

<b>JOB TITLE</b>	<b>Marketing Manager</b>
<b>RESPONSIBLE TO</b>	CEO
<b>RESPONSIBLE FOR</b>	Marketing Team
<b>OVERALL OBJECTIVE</b>	To provide and ensure that the highest standard of product and service is marketing professionally to all business clients/customers by performing the duties listed below in a highly efficient, effective and professional manner while adhering to all business budgets, rules, policies and procedures.

### **RESPONSIBILITIES AND DUTIES:**

- A) Responsible for marketing the business' products and services to its clients/customers by:
  - 1) Coordinating large projects in conjunction with affiliated businesses
  - 2) Forecasting and implementing marketing strategies to meet current industry and product trends
  - 3) Liaising with clients/customers to give valuable feedback to management regarding products and services.
- B) Responsible for coordinating all advertising both in-house and media by:
  - 1) XXXXXX
  - 2) XXXXXX
  - 3) XXXXXX
  - 4) XXXXXX
- C) Responsible for dissemination of information about marketing activities to all staff by:
  - 1) XXXXXX
  - 2) XXXXXX
- D) Responsible for assisting in creating new marketing ideas by:
  - 1) XXXXXX
  - 2) XXXXXX
  - 3) XXXXXX
  - 4) XXXXXX
- E) Responsible for Public Relations by:
  - 1) XXXXXX
  - 2) XXXXXX
  - 3) XXXXXX
- F) Responsible for comparing regular marketing and promotions by:
  - 4) XXXXX
  - 5) XXXXX

- G) Responsible for developing new/ongoing marketing and promotional ideas by:
  - 1) XXXXXX
  - 2) XXXXXX
- H) Any other duties as required by Management

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Employee's Name

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Employer's Names

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Employee's Signature

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Employers Signature

Date /

Date /