

## **Marketing Manager**

### **SUMMARY:**

Plans, directs, and coordinates the marketing of the organization's products and/or services by performing the following duties personally or through subordinate supervisors.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Establishes marketing goals to ensure share of market and profitability of products and/or services.
- Develops and executes marketing plans and programs, both short and long range, to ensure the profit growth and expansion of organization's products and/or services.
- Researches, analyzes, and monitors financial, technological, and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.
- Plans and oversees the organization's advertising and promotion activities including print, electronic, and direct mail outlets.
- Ensures effective control of marketing results and that corrective action takes place to be certain that the achievement of marketing objectives are within designated budgets.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)