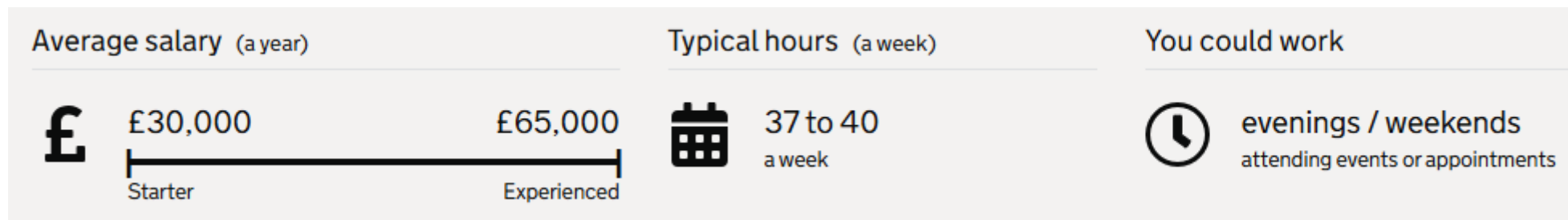


Marketing Manager

Marketing managers plan how to promote products, services or brands and oversee all marketing activity.



Skills and knowledge

- the ability to sell products and services
- excellent verbal communication skills
- the ability to use your initiative
- to be thorough and pay attention to detail
- leadership skills
- maths knowledge
- business management skills
- customer service skills
- to be able to use a computer and the main software packages confidently

Different routes to get this job

- a university course
- an apprenticeship
- working towards this role
- applying directly

Day-to-day tasks

- create marketing and social media strategies
- plan and manage the launch of new products and services
- oversee and approve campaign content, budgets and targets
- work with in-house or external agencies
- report on the effectiveness of campaigns