

Marketing manager job description

Updated October 17, 2026. Written and reviewed by the HRTally Research Team. Replace everything in [brackets].

Details

- Department: [Department]
- Reports to: [Manager title]
- Location: [City, State, or remote]
- Employment type: [Full-time, part-time, or seasonal]
- FLSA status: Exempt
- Pay range: [\$X to \$Y per year]

About [Company]

[Two or three sentences about what your company does, who it serves, and why people like working here.]

Job summary

We're hiring a marketing manager to plan and run campaigns that grow awareness, generate qualified pipeline, and help us reach [audience].

What you'll do

- Build and run the marketing plan for [product, segment, or region].
- Plan and launch multichannel campaigns across email, paid media, content, events, and social.
- Manage the marketing budget and agency or freelancer relationships.
- Work with sales to define target accounts and lead handoff rules.
- Track and report campaign performance, pipeline, and return on spend.
- Develop positioning and messaging with product and sales teams.
- Manage and coach [number] marketing team members.
- Test new channels and improve what works.

What you'll need

- [Five] or more years of marketing experience, with clear results.
- Experience managing budgets and campaigns.
- Strong analytical skills and comfort with marketing data.
- Excellent writing and communication.

Nice to have

- Bachelor's degree in marketing or a related field.
- Experience with [HubSpot, Marketo, Google Analytics, or similar].
- B2B or [industry] marketing experience.

Skills

Campaign planning, Analytics, Budget management, Messaging, Team leadership, Cross-functional collaboration.

Physical demands and work environment

Office, hybrid, or remote setting, with occasional travel for events.

Pay and benefits

[\$X to \$Y per year], based on experience and location. [List benefits, such as health insurance, retirement plan match, paid time off, and training.]

Equal opportunity

[Company] is an equal opportunity employer. We consider all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, veteran status, or any other status protected by law. If you need a reasonable accommodation to apply or interview, contact [name] at [email or phone].

Hiring notes for HR and the hiring manager

Pay data

- Median hourly wage: \$80.19 (BLS OEWS, May 2025, SOC 11-2021, Marketing managers).
- Median annual equivalent: \$166,800 (hourly median x 2,080 hours).
- Mean annual wage: \$177,770.
- Check state and metro data at bls.gov/oes before setting your range, and include the range in postings where the law requires it.

Exempt status and legal notes

FLSA status: Usually exempt. Duties and pay decide overtime eligibility, not the job title.

Marketing managers are usually exempt under the executive or administrative exemption when they lead a function or make significant independent decisions and are paid above the salary threshold. Marketing coordinators who mostly carry out instructions are more likely to be nonexempt. Marketing teams also need to follow FTC rules on endorsements and testimonials, and the CAN-SPAM Act for commercial email.

How to customize it

- Say what the role owns and what budget it controls.
- Describe how success is measured, such as pipeline or revenue.
- State team size and reporting line.
- Name your marketing tech stack.

Interview questions

1. Tell me about a campaign that didn't work. What did you change?
2. How do you decide where to put the next dollar of budget?
3. How do you work with sales when lead quality is in dispute?
4. Walk me through how you'd launch a new product.

Before you post

- Separate required from preferred. Required means you won't hire without it. Everything else is preferred. Long required lists screen out qualified people.
- Describe physical demands and environment. Lifting, standing, shifts, travel, noise, temperature. This sets honest expectations and supports an ADA essential functions record.
- State the pay range. Required in a growing list of states and cities, and expected by candidates everywhere else.

- Say exempt or nonexempt. Decide based on duties and salary before you post, and keep the classification consistent with how you pay.
- Name required licenses and checks. Licenses, certifications, background checks, drug tests, and driving record reviews, with the timing of each.
- Add the accommodation and EEO statement. Tell candidates how to request a reasonable accommodation, and include your equal opportunity statement.

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