Maritime Marketing Manager

Job Description
Marketing managers are responsible for developing, implementing and executing strategic marketing plans in order to attract potential customers and retain existing ones. More specifically to the maritime industry, a marketing manager works within the maritime audience to market businesses such as cruises, boats, cargo handlers, and more. Understanding the trends and building connections in maritime is important for the success of the marketer’s work with their team.

Core Tasks
- Work with executives to determine budgets and targets
- Manage and supervise the marketing and creative teams
- Ensure that each project delivers on promised results and profitability
- Connect with media organizations and advertising agencies
- Coordinate market research

Workplace / Environment
- Work hours
  Approx. 40 hours/week
  (At key milestones overtime work may be required to meet deadlines)
- Environment
  Meetings take up most of the workload in this career
  Corporate Offices are most common locations
- Travel
  Moderate Travel may be appropriate depending on the project

Education / Prerequisites
- Education Level
  Bachelor’s in Marketing, Business, or a related field is usually required
- Pre-Job Preparation
  Experience is almost always preferred over higher education
  High School:
    - Business classes
    - Public Speaking
    - Advertising
    - Future Business Leaders of America

Experience
- Soft skills
  - Creativity/innovation
  - Communication
  - Professional judgement

Technical skills
- Analytical skills
- Budget-management
- Graphic Design software

Salary
- Entry – $71,000
- Middle – $136,000
- Top – $200,000