

Daily tasks and duties of a marketing manager depend on the company size, structure, and industry sector but may include:

- Observing and analyzing market trends through analyzing metrics, analytics, or social media
- Examining competitors' products and services
- Investigating ways of improving existing products and services, and increasing profitability
- Identifying markets and developing strategies to communicate with them including the using the company website, blogs, social media, advertising, promotion, etc.
- Managing a team
- Planning, strategizing, and monitoring marketing efforts

A marketing manager should exhibit the following characteristics:

- Be knowledgeable concerning a wide range of marketing methods, strategies, and concepts
- Be able to communicate effectively with a diverse range of stakeholders
- Be able to respond in a timely manner to deadlines and executive level demands
- Be imaginative and be able to think creatively
- Work well in a team with a diverse group of people
- Be organized, methodical, and logical
- Be proactive in anticipating market needs, wants, and trends
- Be able to motivate a team
- Be professional both in professional appearance as well as conduct themselves professionally
- Demonstrate leadership and diplomacy
- Have a good business acumen
- Be able to realize all deliverables within budget

It is important to be interested in the following:

What motivates people, and what will be the next market trend

The industry sector to be marketed

Meeting the needs and wants of customers