

Quick Facts: Marketing Manager vs. Comms Professional?

You may be asking yourself, “Which one do I need? What’s the difference?” Here are a list of different tactics each role executes. Once you identify your needs (a need to promote vs. a need for brand awareness), you will be able to choose the right team member for your staff.

Marketing Manager



Event Marketing

This requires managing the event calendar, negotiating vendor contracts for media, promotion, catering, venues, rentals, etc., and executing staffing, signage, on-site management, etc.



Sales Enablement

This requires the development of all sales tools, such as sales presentations, downloadables, etc. as well as sales training and liaising between product and customer teams.



Social Media Management

This requires managing the content calendar, developing all post copy and graphics/videos, maintaining a consistent posting schedule, and responding to comments.



Content Development

This requires a clear understanding of the company initiatives and branding to then create blogs, videos, print/digital media, newsletters, banners, podcasts, infographics, etc.



Lead and Demand Generation

This requires taking all of the curated content and distributing it across all channels such as social, emails, web, etc., following up on qualified leads, and nurturing prospects.



Public/Media Relations

This requires crafting press relations, managing press lists, pitching stories to online/print publications for article placement, and updating/maintaining the website news pages.



Internal/External Communications

This requires working with leadership to craft and distribute messaging across the company and to the public. This can include employee news, company updates, and product launches.



Thought Leadership

This requires capturing the voice of the C-Suite to develop copy for social media posts, content for articles, speeches/keynotes, and company news.



Brand Reputation

This requires managing relations with all of a company’s key constituencies and the media by positioning leadership and the company positively internally, with the public, and customers through all relevant channels.



Crisis Management

This requires developing a strategic plan to fix a crisis or negative public perception through generating positive content, responding to negative reviews, and offering actionable solutions.