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# Example of Customer Marketing Job Description

Our company is looking for a customer marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for customer marketing

* Being contact person for advertising agency for handling advertisement & artwork of displays
* Owning budgeting for displays and building shelving plans
* Standardized Nielsen Category analysis
* Making pictures instore for shelf mutations and promotions
* Keeping track of promotions in the market and being responsible for promo analysis support
* Making New Article Forms for our wholesalers (bit sales related)
* Manage the day-to-day planning, coordination, and execution of customer loyalty program
* Coordinate with analytics team to understand program performance and health of the customer portfolio
* Demonstrate a competency for data-driven decision making to optimize the loyalty program
* Form strategic partnerships with the Stores, Web Operations, Analytics, and IT teams in order to effectively drive cross functional projects and campaigns

## Qualifications for customer marketing

* Help sales teams to develop account plans with clear and compelling value proposition to drive sales growth and value capture
* Promote strong customer centered orientation to influence sales strategy and sales productivity
* Goal oriented person
* English –Intermediate is preferred
* Ability to rapidly understand the opportunities and top customers
* Excellent written and oral communication skills (including strong presentation skills), analytical ability, independent decision making and business vision - strong understanding of the marketing skills needed to identify, prioritize, understand and target market to a broad segment specific customers within the channel