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# Example of Director Consumer Marketing Job Description

Our growing company is searching for experienced candidates for the position of director consumer marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for director consumer marketing

* Liaise with internal partners who own specific channels of international subscriber activities, such as mobile specialists and retention marketers
* Manage a set of communication and operational activities that cascades international marketing’s activities to other internal departments
* Participate in cross-departmental projects and updates that enable our international marketing to capitalize on colleagues’ learnings
* Develop strategic cross-channel promotions to drive subscriptions and lifetime value
* Exhibit expertise in organic, paid and social media channels including funnel conversion tactics
* Develop and own the marketing calendar strategy, programming and execution
* Utilize analytics to segment consumer messages based on content consumption and consumer behaviors
* Lead the development of key partnerships to help expand The New Yorker audience
* Partner with the Executive Director, VP and editorial to create a unified consumer facing brand experience
* Provide excellent management and leadership of the New Yorker marketing teams including the digital marketing team, paid search and social media teams, and traditional direct marketing channels teams

## Qualifications for director consumer marketing

* Working with Consumer Marketing & Sales, retention and digital teams to drive overall volumes and customer lifetime profitability
* Working with Consumer Insights team to identify business approach around driving new audiences
* Directly managing centralized USA TODAY Consumer Marketing & Sales and centralized USCP marketing teamin McLean VA
* Ability to influence and drive alignment across all levels of an organization
* Bachelor’s Degree in Marketing or similar field is required
* Thorough understanding of all available digital marketing techniques, including social media, paid search, email marketing