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# Example of Director Consumer Marketing Job Description

Our company is looking to fill the role of director consumer marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director consumer marketing

* A minimum of 8 years of experience in B2C marketing at an e-commerce or digital subscription company with a robust customer acquisition and retention track record in a cross-channel environment, including physical channels, with particular emphasis on digital marketing to acquire new consumers
* Experience in creative and innovative marketing calendar development
* Experience in CRM/loyalty program development and execution
* A test and learn mind set with an ability to rapidly iterate on learnings
* A strong analytical background with an understanding of data backed consumer segmentation, ROI and LTV analysis
* Very strong organizational and prioritization skills
* Outstanding relationship building skills and an ability to galvanize and lead across the organization – from technology to editorial
* An ability to understand the special DNA that is a New Yorker reader, and to nurture that relationship and uniqueness
* Manage and activate sponsorship properties to strategically drive lines of business and client engagement
* As a member of the Canadian Marketing leadership team, play a key contributing role in defining the Marketing Strategy to support long term business growth and brand health

## Qualifications for director consumer marketing

* Lead a high-performing team of marketing professionals to focus on the consumer electronics market, including media, in-store, and event marketing strategies
* Report to the regional marketing director
* Play a key role in managing partner relationships with major mobile carriers
* Plan budgets and execute campaigns to improve branding and drive in-store sales
* 3-5 years management experience in marketing, with significant knowledge of brand marketing, retail marketing, and ideally consumer electronics
* Demonstrated results in marketing for consumer products