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# Example of Director, Global Marketing Job Description

Our company is hiring for a director, global marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director, global marketing

* Identify actionable consumer insights via research programs
* Lead projects within cross-functional and/or cross-regional marketing team that may include representation from Marketing, Product, Sales, Corporate Relations, Corporate Events, Market Research and external agencies
* Represent marketing team in client facing presentations and providing ongoing marketing consultation as appropriate when unique, product-specific expertise is needed
* Develop quantitative models to measure performance, including ROI, of specific initiatives and of overall marketing program
* Build and maintain relationships with Product Management, Client Services, Merchant Marketing and Financial Institution Marketing to ensure effective implementation of marketing strategies
* Manage budget and ensure on-plan delivery of costs and demonstrate an understanding of key P&L leverage points
* Manage and oversee the team to develop and execute the global marketing strategy for DKNY to ensure one global message across all marketing activities
* Partner with divisions (Retail, Wholesale, eCommerce/Digital, Design, Accessories and Licensing) to develop strategic plans and programs, specific to the needs of the Commercial businesses, consistent with the brand philosophy which increase brand awareness and visibility that supports a ROI through sales
* Formulate global marketing ideas and bridge brand connections for seasonal strategies that enhance the brand message
* Manages and is responsible for the performance of Direct Report including on-time performance and accuracy of projects

## Qualifications for director, global marketing

* Entertainment industry experience, ideally in film, music or home entertainment
* Demonstrated track record of implementing marketing strategies based on business objectives and managing marketing programs that delivered measurable business results
* Experience managing external advertising and marketing communications agency partners
* Excellent analytical skills and the ability to develop quantitative models
* A demonstrated understanding of financial indicators to measure business performance including ROI and an ability to summarize business and financial data in a useful manner for planning and decision making
* Ideally MBA from top-tier business school, with a proven strong academic record , but open to greater industry experience