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# Example of Director, Marketing Job Description

Our company is growing rapidly and is looking to fill the role of director, 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, marketing

* Consistently seek, identify and develop unique revenue-generating opportunities
* Working long hours and weekends
* Lead, Create and be prepared to consistently be better than you were last week
* Oversee external calendar
* Direct day-to-day relations with digital team and media relations
* Purchase and place print, radio, TV, online and alternative media
* Develop, oversee and monitor budget expenditures
* Adhere to station policies regarding prices, merchandising, commercial content, competitive product protection
* Develop, implement and fulfill media trade campaigns
* Create and implement in-house ad agency

## Qualifications for director, marketing

* Managerial experience with some budget responsibility
* Participate in Duty Management Cover of the WBSTH as necessary including weekend, holiday, and late evening cover in rotation with other management
* Bachelor’s degree in marketing or a closely related field, preferred
* Specify the minimum level of education, technical training or certification required
* Identify prior work experience necessary to perform the assigned duties
* Excellent negotiating skills (vendor relationships and Service Levels for contracts)