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# Example of Executive, Marketing Job Description

Our innovative and growing company is looking to fill the role of executive, 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 executive, marketing

* Develop a set of metrics to understand how well our sales and marketing activity is working resulting in driving behaviour change and sales
* Adhering and setting the budget for marketing
* Ideally you will have a background in horses - either a hobby or work experience
* Cold calling of customers
* Look up events and generate leads
* Deal with email queries
* Schedule calls with the US
* Sending material to customers
* Content creation and distribution,including blogs, webinars and market surveys
* Event management - working with the Head of Marketing to assist in the creation, planning, management and delivery of both client and internal events

## Qualifications for executive, marketing

* Collaborative and keen to learn from others and expand skill set
* The ability to work to tight deadlines, and to understand and appreciate the context of regular tasks and duties, larger projects
* Driven self-starter who takes ownership and initiative, and is able to lead and drive projects
* A creative eye with graphic design skills
* Proficiency in spreadsheet software
* Have a CIM or other marketing qualification (desirable, not essential)