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# Example of Executive, Marketing Job Description

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

## Responsibilities for executive, marketing

* Developing content plans to promote ChooseCare via a range of owned channels
* Managing content and delivering campaigns via owned social channels
* Working with partners (for example Local Authorities) to understand and utilise their communication channels
* Liaising with a digital agency to monitor activity, utilising results to inform and tweak content plans to achieve maximum visibility for the brand
* Managing the CRM programme to target B2B and B2C audiences
* Planning and executing events to promote ChooseCare
* Collaborate with 3rd party vendors to execute and achieve success in outbound telemarketing campaigns
* As appropriate, source new sales opportunities by calling prospects/customers to follow up on marketing initiatives
* Establishing good relationships with departments responsible for engaging with
* Being aware and understanding the need to adapt content to attract different demographics and audiences

## Qualifications for executive, marketing

* Salesforce-Reporting and Campaigns
* Basic HTML, CSS and SQL
* SEO Auditing
* PPC Campaign
* Experience developing strategic marketing plans- industrial background would be an advantage but is not required
* Self-managed personality to understand targets and challenges and develop appropriate solutions and plans