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# Example of Executive, Marketing Job Description

Our growing company is hiring for an executive, marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for executive, marketing

* Planning and content development to support projects and campaigns, to include writing copy for news articles, email communications and marketing collateral production
* Platform support, including the maintenance of channels including brand websites, email marketing and CRM database management
* Working closely with our HR and L&D team you would deliver internal communications, projects and initiatives to support employee engagement and building a great employee culture
* Measurement of all communications activities to gauge effectiveness of communications and meet our KPIs
* Coordination of Industry Award Submissions
* Management of regional client and business development events
* To execute inbound and outbound marketing campaigns, based on the template plan, ensuring all activity is tracked, measured and optimised
* Plan and manage the execution of integrated, multi-channel marketing campaigns, to include DM, telemarketing, email, online and social marketing, to build awareness, generate direct revenue for print books and magazines and journals
* Be responsible for putting the campaign strategy and plan into a calendar of activities and be the fully responsible for the delivery of these activities
* Plan a test strategy with stakeholders, manage the execution of the test plan and consolidate and analyse the results

## Qualifications for executive, marketing

* Using web tools to increase SEO
* Build & maintain strong working relationships
* Creative intelligence, ambition and drive
* Degree in Marketing with at least 2 years working experience in related function
* Good understanding of consumer marketing in a fast pace retail environment
* Exhibits ability in analyzing data from market and consumer trends