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# Example of Integrated Marketing & Communications Job Description

Our growing company is searching for experienced candidates for the position of integrated marketing & communications. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for integrated marketing & communications

* Assist in managing advertising agency relations and schedules
* Maintain responsibility for maintaining relationships in coordination with key internal department members to carry out and ensure maximization of advertising goals, timelines and budgets
* Manage print vendor relationships to ensure maximization of collateral goals, timelines and budgets
* Manage the inventory control reports and reprinting schedule for all hard copy collateral
* Provide proof-reading for all MarCom projects upon completion
* Leads Integrated Communications Planning process
* Independently perform project management of moderately complex Corporate projects including but not limited to web/ digital, email marketing, SEO, SEM, social, print and Corporate advertising with minimal guidance
* Work closely with internal clients to understand business objectives and strategies
* Obtain a clear understanding of the client’s business needs and provide strategic direction and workable solutions to meet their marketing objectives
* Formulate project objectives, strategies and tactics, and communicate them to the client and Design and Programming Teams in the form of scope documents and project plans

## Qualifications for integrated marketing & communications

* Self-directed individual who takes initiative to address gaps and needs
* 4-5 years experience in a digital media role
* Strong understanding of the Digital Media and Beauty Industry
* Proficiency in MS Word, Excel and PowerPoint programs
* Communicates clearly and succinctly in both oral and written forms
* Demonstrated interest and enthusiasm for marketing and communications (advertising, digital marketing, pr, media)