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# Example of Marcom Specialist Job Description

Our company is searching for experienced candidates for the position of marcom specialist. 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 marcom specialist

* Provide support for preferred vendors programs by generating contents they would need to help promote our products
* Work closely with PR, social media, and event leaders to establish and expand our brand throughout key Asian markets from different channels
* Support other marketing communications activities as needed
* Coordinate, create, write and place press releases, technical stories and case histories by working with product managers, market leaders and agency
* Support trade shows by planning, coordinating and implementing logistics with product manager(s) and/or sales force
* Coordinate activities and projects with outside vendors including advertising agency, literature fulfillment, printers
* Works closely with global product line marketing teams to inject regional EMEA requirements into global campaign design
* Designs multi-tactic campaigns to achieve program objectives defined by the Marketing Program Manager and creates and maintains the campaign brief / campaign calendar
* Works with global market segment and product line marketing teams to inject SAPK requirements into global campaign design
* Partners closely with the SAPK Country Event Support Team and Agilent partners on campaign execution

## Qualifications for marcom specialist

* Bachelor or Master degree in Marketing or comparable education
* 2-4 years of extensive marcom experience with demonstrated digital marketing expertise
* Demonstrated ability to successfully collaborate in a remote (virtual) team - being part of a multinational matrix organization
* Demonstrated project management skills - working with internal team members and external partners (creative agencies, suppliers)
* Strong and fast learner - self-driven attitude to quickly integrate into a multi country / multi segments marketing organization
* The candidates must have strong English skill including verbal communication and Chinese translation