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# Example of Marketing Advisor Job Description

Our growing company is searching for experienced candidates for the position of marketing advisor. 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 marketing advisor

* Point of contact for Partner Software product of the supporting region
* Drive product SKU execution & management
* Develop and execute initiatives for retail channel expansion in India
* Provide market data, observations and trends to facilitate strategy development
* Understanding customer needs and articulating a strategic vision for the international portfolio
* Translating the value proposition into a service offering that profitably optimizes use of capacity and is rational with the other products in the International portfolio
* Working with the Pricing and Operations teams to articulate a strategy to capture value
* Evaluating competitive and operational capabilities to succeed in the targeted international markets
* Developing list of target LNG buyers based on market research including evaluation of data from industry publications, company websites, analyst reports, consultant reports and input from the fundamental research/analysis team
* Maintaining an LNG buyer and counterparty database for contact information

## Qualifications for marketing advisor

* Negotiate with agencies and business partners to drive maximum value
* Develop and execute quarterly marketing program plan to generate customer awareness and interest for EMC solutions/products in vertical industries commercial segments
* Segment marketing
* Marketing qualification supported by minimum of 5 years work experience
* Interacts with customers through company Chengming GTM/Channel marketing programs
* 4+ years of relevant business experience in the Information Technology industry (Sales, Sales Operations or Product Engineering – sales experience strongly preferred)