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# Example of Marketing Cloud Job Description

Our company is looking to fill the role of marketing cloud. 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 cloud

* Participate in internal cross-functional release planning meetings, representing the marketing function and its goals for cloud products and services
* Become a recognized Marketing Cloud expert, maintaining technology and domain expertise
* Provide the Professional Services team with Marketing Cloud Subject Matter Expertise related to the proposed solution and client needs in order to ensure successful project delivery
* Provide deal support for Marketing Cloud Services products
* Evangelize Marketing Cloud Services products internally and externally
* Develop value propositions and key messages supported by proof points
* Create audience and venue-appropriate content that informs, educates and converts prospects into clients and influencers
* Develop assets yourself including writing copy, visual treatments (working with designers), infographics, animations, solution briefs, emails, social tiles
* Work with and manage creative/editorial resources to develop original content
* Measure and monitor all content asset performance to ensure quality and performance of content created by partners/people

## Qualifications for marketing cloud

* An advanced degree in the area of specialization or equivalent professional work experience is preferred
* 5+ years experience as a solution focused consultant, business analyst or systems consultant for a mid-to-large sized organization, or direct consulting expertise leading sales and marketing transformation projects
* 3+ years of experience with marketing automation and social implementations /integrations with Marketo, Eloqua, ExactTarget, Radian6, BuddyMedia, HubSpot, or other marketing and social marketing automation technologies
* Degree in Digital Marketing, Communications, Business or related field
* Consulting background with previous work in a Big 5 consulting firm, or a marketing or technology firm
* Experience as an executive-level digital marketing expert is a plus