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# Example of Marketing Communications Executive Job Description

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

* Manage the programmes to ensure every customer is getting a relevant offer and communication to drive spend and visits to Sainsbury’s
* Ensure a strong customer-centric approach in all communications and align content with key events in the customer plan
* Deliver these programmes across multiple channels (primarily coupon at till, direct mail and email)
* Build strong relationships with various stakeholders internally
* Serve as a senior communications counselor to the Dean, Eller College
* Ensuring key stakeholders are engaged with and supportive of the final communications solutions
* Use your great eye for detail to coordinate the design and production of our marketing collateral
* Ensure that our brand standards are maintained across all marketing communication activities
* Help to develop and implement an effective social media strategy
* Assist the Head of Communications with a variety of internal and external PR tasks and events

## Qualifications for marketing communications executive

* Enjoys working creatively and thinking out of the box
* Must be able to multi-task, work under pressure and deliver in short timeframes
* Excellent interpersonal skills (to manage internal and external stakeholders)
* Prior marketing experience (such as in social media/ digital marketing and event management) and skills in Adobe Indesign & Illustrator would be a bonus
* Content / creative development
* Targeting and offer mechanics and strategy