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# Example of Marketing Director Job Description

Our growing company is looking to fill the role of marketing director. 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 director

* Act as liaison to creative team to produce advertising and marketing collateral
* Work with the sales manager to gather, analyze and utilize market research in order to conceive new ticket products
* Collaborate with digital team including the director of digital media, social media coordinator, and director of database marketing & analytics to ensure comprehensive development of marketing initiatives
* Negotiate and manage marketing spend for campaigns/promo trips
* Execute marketing strategies and programs to increase revenue and grow affinity for Sun Devil Athletics
* Coordinate with the game experience staff to carry marketing themes and promotions throughout in-game production
* Monitor, measure, and analyze the effectiveness of marketing initiatives, making adjustments as needed throughout execution
* Direct marketing team meetings, brainstorming and planning sessions
* Direct responsibility for marketing football and baseball
* Oversight of staff responsible for marketing men’s basketball, women’s basketball, softball, soccer, volleyball, gymnastics, wrestling, and sand volleyball

## Qualifications for marketing director

* Demonstrated expertise with marketing concepts, creative development processes (working in print, outdoor, radio, tv, collateral, and more) and project management are absolutely essential
* 5+ years experience in marketing, creative services, graphic design at an entertainment studio or ad/creative agency is highly preferred
* MBA or graduate marketing degree preferred
* Strong leadership and decision making skills with an attention to detail
* Proficiency in MS office, Mac/PC, ticketing systems, in-design, photoshop, basic HTML
* Must be able to handle multiple projects and priorities and personalities