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# Example of Marketing Director Job Description

Our company is growing rapidly and is looking for a marketing director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing director

* Develop high level, integrated marketing strategies designed to positively position Event brands, deliver on key internal metrics and successfully meet strategic objectives
* Develop clear communications that reflect the overall marketing strategy and manage all execution and implementation across assigned brands
* Stay current on all new trends and technologies in the Marketing space including Digital applications and technologies with a goal of optimizing spend and performance
* Develop and maintain multi-channel marketing plans based on established brand goals, customer insights and overall customer needs assessment
* Develop and monitor marketing budgets across all show brands
* Work closely with the event sales teams
* Develop partnerships and programs with media, non-profits, community groups and advertisers
* Create and execute large station events, promotions and talent appearances
* As a Department Head, you will lead a team that will own the streets of Los Angeles and Orange County
* Other duties include writing proposals, rules and on air copy

## Qualifications for marketing director

* Proven track record of developing and producing revenue-driving client campaigns
* Excellent relationship building skills, ability to successfully manage relationships at all levels of the organization
* Enthusiastic, positive team player with ability to motivate and gain consensus
* Ability to successfully multi-task and manage time well
* Minimum 8-10 years’ experience in marketing within entertainment or media
* Digital and new media experience a plus