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# Example of Marketing Executive Job Description

Our growing company is searching for experienced candidates for the position of marketing executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing executive

* Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations
* Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and videos
* Liaising with designers and printers
* Website Management (Drupal CMS)
* Email Marketing – Dotmailer
* Planning and execution of Product ATL strategy, Proprietary and Co-brand
* Building and executing on the tactical marketing plan
* Planning and execution of promotion activities 360 campaigns
* Managing relationship with Media Agency
* Analysing and continuously optimize in terms of acquisition results and cost efficiency

## Qualifications for marketing executive

* Meticulous and ability to multi-task in a fast paced retail environment
* Have worked in a similar role in another large corporate
* Have demonstrable experience of delivering wide ranging change in challenging environments
* Have a degree or higher qualifications in Marketing, Design or a related field and some years of experience
* A leader and a team player, a collaborator, a big thinker, detailed, an analytical problem solver, articulate, rigorous, confident, resilient, proactive and energetic, professional, optimistic, empathetic, delivery-focused, playful
* Communication - Ability to effectively communicate using a range of verbal and written communication skills