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# Example of Marketing Leader Job Description

Our company is hiring for a marketing leader. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing leader

* Partner with Sales and Product Management teams to provide support with managing channel relationships and customer demands by serving as the main point of contact for assigned vertical market
* Communicate project status to key marketing stakeholders to obtain critical decisions and guidance, and ensure marketing system material is on target to launch on time
* Organize and facilitate management planning meetings for large scale launches to determine material impacted, positioning and major milestone dates and present information marketing department project kick-off meeting
* Develop, distribute and gather completed post implementation project surveys, review lessons learned with marketing management and share with marketing project team and adjust boilerplate project plan as needed
* Partner with Strategic Relationship Management, Product, Investment and PMO to determine firm due diligence date and material needed
* Establish digital metrics
* Reporting to the Marketing Solutions, SVP, this role is responsible for managing Compliance within all SYF Marketing segments by leading a team of business continuity, governance and surveillance professionals
* The Marketing Excellence Leader will provide leadership, and a centralized view, of the function’s process controls and surveillance in place to comply with regulations and legislation relating to our business and of measures to ensure that the SYF Code of Conduct standards of integrity are fully embedded in the culture of the function
* Provide governance and surveillance advice to Marketing business initiatives, programs and projects
* Drive effective identification and management of compliance and control risks across all segments, provide solutions, and assist in the resolution

## Qualifications for marketing leader

* Ability to lead with influence and have a broad business perspective to align Marketing's goals and objectives
* Ability to identify, track and see issues through to resolution, relying on corporate savvy and influencing skills to accomplish
* Ability to work with minimal supervision in an extremely fast paced environment
* Proven organizational skills and experience with operational efficiency projects
* Ability to see big picture and determine overlaps in addition to diving into the details
* Ensure significant risks are promptly escalated to the appropriate level of senior management as appropriate