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# Example of Marketing Leader Job Description

Our company is growing rapidly and is looking to fill the role of marketing leader. 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 leader

* Assist in the development and execution of the hotels’ yearly Marketing & Communications plan in conjunction with the Director of Sales & Marketing and Director of Marketing Communications to support all revenue streams (Rooms, Food & Beverage)
* Owns and leads strategic marketing for Home Center business and collaborates with sales team to develop marketing strategies to support key initiatives that are consistent with each Home Center customer
* Define assigned verticals
* Shape the 1-3-5 year business and marketing plans by capturing and including voice of customer from end-users and channel partners
* Connect with Development/Engineering and Marketing Communications to plan regional marketing plans and manage execution accordingly
* Digital – define and execute a digital strategy across the marketing and communications plan
* Content strategy – working closely with the Content Managing Editor for the country and subject matter experts to define and deliver a content strategy for the country that delivers against the marketing plan which incorporates customer/ segment plans
* PR – determine strategy and execution of PR and internal communication that support overall content and customer plans
* Revenue marketing – deliver the SQL and bookings targets
* Coordinate and execute projects for lead generation such as webcasts, seminars, trade shows, conferences

## Qualifications for marketing leader

* Able to thrive and problem solve under tight deadlines, work well both independently in team environment
* Provides strong, effective and highly visible leadership to the Marketing and Communications team in order to capitalize on the full potential of this most critical resource
* Responsible for the development and implementation of an annual, strategic, special events calendar that ensures the efforts, resources and the volunteer time are utilized in a manner that provides the greatest return to the organization
* Manages the use of external resources as they pertain to the marketing and communications function
* 2 years+ of Digital Marketing and People Management experience required
* Formal marketing degree