Downloaded from <https://www.velvetjobs.com/job-descriptions/marketing-senior>

# Example of Marketing Senior Job Description

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

## Responsibilities for marketing senior

* Day-to-date management of account marketing
* Unite a cross-functional team, guide strategic discussions and facilitate development of strategic marketing plans
* Collaborate and develop partnerships with various internal and external resources to deliver marketing communications
* Develop and oversee overall project management of internal communications
* End-to-end campaign ownership including the concept, asset collection, copy writing, graphic direction, targeting decisions and reporting metrics
* Create and execute strategic marketing campaigns that engage, educate and retain clients, drive demand, and support revenue and business goals
* Partner with global leadership on execution of thought-leadership
* Partner with Digital Analyst to ensure appropriate measurement techniques are used to assess communication effectiveness and provide recommendations for additional channels or changes to continue to improve ROI
* Understanding of event technologies, digital channel enablement, and data analysis & reporting
* Manage program P&L and financials to drive towards net zero program cost

## Qualifications for marketing senior

* Analyze big data sets and output recommendations to increase trips, basket size and financial growth through marketing vehicles and in Club merchandising placements
* Must be able to work with minimal daily management and function with professional acumen
* Effectively work independently in a team environment
* Manage projects and work under tight deadlines
* Working knowledge of DSP’s and RTB (hands on experience a plus)
* Experience of managing and working with digital tracking and measurement tools