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# Example of Marketing Specialist Senior Job Description

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

## Responsibilities for marketing specialist senior

* Manage the process of developing proposals and sales presentations
* Collaborate with partners and marketing directors to develop annual marketing plans and budgets and execute effectively against the defined goals and budgets
* Monitor and maintain the Atlanta office marketing budget and work with partner group to plan and measure marketing ROI for industry events and marketing campaigns
* Collaborate with Industry and Services Marketing Director to conduct local events and campaigns for industry practices including Affordable Housing, Construction, Hospitality, Not-for-Profit and Education and Real Estate, among others
* Manage Atlanta marketing campaigns and events for clients and prospective clients
* Coordinate and support client seminars, exhibits, sponsorships, tradeshows and other events
* Develop and maintain lists of prospects, centers of influence, and top clients
* Work with partners to develop relationships with contacts at law firms, banks and other referral sources
* Build relationships with local media and coordinate public relations activities with corporate marketing team
* Closely collaborating with global marketing managers to understand business needs and then recommending the most effective, innovative communications strategies, plans, media channels, and tools to help achieve business objectives specific to the Pharmaceuticalindustry segment

## Qualifications for marketing specialist senior

* Experience or exposure to Sitecore, HTML5 and CSS programming preferred
* Travel 20% on average, depending on needs of business
* Intermediate proficiency with Adobe InDesign
* Must have three plus year’s hands-on experience with LC-MS instrumentation and protein mass spectrometry applications such as proteomics, protein characterization, and intact protein analysis
* The ability to learn and adapt quickly to new situations
* Able to employ project management skills to keep