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# Example of Marketing VP Job Description

Our company is growing rapidly and is looking to fill the role of marketing VP. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing VP

* Develop and implement strategic marketing plans to support prioritized initiatives across multiple platforms (web, mobile, social, video), resulting in increased site trafﬁc, commerce sales, audience growth/acquisition and heightened Fandango brand awareness
* Work closely with PR team to create and execute well-integrated PR/communications strategies that continually elevate the perception of the Fandango brand
* Develop opportunities to showcase and enhance the brand message through events, editorial and more
* Work closely with the Senior Director, Pricing Strategy to develop effective pricing and customer ROI analyses, recommendations and actions
* Own and execute directly the Client Advisory Council program
* Work collaboratively to define and execute marketing collateral, in many formats, that quantifies and expresses the value our solutions
* Improve team coverage by taking on specific projects as needed and agreed with the SVP, Solutions Marketing, such as performing solutions marketing activities for specific product sets that don’t have an assigned Solutions Marketing team member
* May manage personnel activities of staff, , hire, train, reward, motivate, discipline, terminate, performance reviews and pay discussions
* Drive a marketing and brand strategy that addresses business needs and delivers profitable growth for Unum
* Increase brand awareness, engagement and consideration with employers and brokers

## Qualifications for marketing VP

* A proven track record of leading subscriber and revenue growth in a competitive industry
* Able to bridge data analysis, primary and secondary research, competitive intelligence and marketing savvy to build powerful marketing and communication programs
* Excellent leadership skills, strategic thinker, creative while also analytical, outstanding execution skills (change management, leadership effectiveness) and a team player
* Experience working in an entrepreneurial and fast-paced environment, with the ability to lead and adapt in a changing business environment
* Passion for fashion and style
* Background in ecommerce and/or experience developing and executing loyalty programs a plus