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# Example of Senior Director, Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of senior director, marketing. 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 senior director, marketing

* Overall responsibility for the regional coordination and internal communication of Competitive Intelligence
* Define marketing strategy, roadmap and implementation framework for new programs and business models
* Define objectives, strategies, policies, offers, incentives and partnership opportunities for every endeavour
* Define value proposition, positioning, benefits, key beats, offers, marketing calendar, and operating model
* Craft and own global go-to-market strategies and integrated marketing campaigns that drive awareness, acquisition, engagement and retention of players
* Define KPIs to determine the health of the Origin service and drive recommendations for optimization of the funnel
* Define and optimize the end-to-end consumer journey across the EA network
* Partner with marketing and studio teams across EA to ensure new programs are adopted and executed against effectively
* Manage and grow a team of digital marketers responsible for planning, executing, optimizing and reporting cross-channel integrated marketing campaigns to drive acquisition and engagement
* Partner with production on feature and enhancement definitions, service and program offerings

## Qualifications for senior director, marketing

* The candidate will be a seasoned international technology marketing professional, principally in licensed software, managed hosting and software-as-a-service solutions with a thorough appreciation of each
* The candidate will have enjoyed at least twelve years of marketing experience working in sophisticated enterprise technology markets
* Strong planning and rigorous project management skills, and the ability to effectively manage multiple projects, prioritize, while being detail-oriented
* The candidate will have a confident and professional style and be used to working closely with senior management, and be a credible representative of the business with senior customers, at industry events, when dealing with analysts and the media
* Native-equivalent fluency in speaking and writing English required
* Understanding of email marketing processes and production, passion for customer lifecycle marketing