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# Example of Senior Director, Marketing Job Description

Our company is growing rapidly and is hiring for a senior director, marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for senior director, marketing

* Identify relevant buyer personas within our customer base and create tailored approaches for our BDM & ITDM audiences
* Write the messaging for Office 365 suite for all relevant audiences and all channels (direct to customers, through field and through partners)
* Design, build and leverage all customer evidence (Ent, SMB) to support the narrative and sales teams
* Build the Hero demos to support the narrative and tie it to core product truths
* Develop a new demo platform/tools for field and partners
* Define the marketing moments and marketing calendar based on product releases and market events
* Develop and oversee the maintenance of Ad Sales marketing materials, including one-sheets, presentations, case studies
* Collaboratively provide timely and comprehensive market input (consumers, competitors, channels, pricing) to EM BU and CTC teams MOPS to support development of the EM BU strategy incl
* Work with the Vice President of Partner Marketing and key internal executives in the strategy, development, sell-in, and negotiation of integrated marketing plans that supports channel priorities, helps meet revenue and distribution goals
* Identify and anticipate key marketplace trends that will affect network distribution and marketing plans in the short and long-term

## Qualifications for senior director, marketing

* A good working knowledge of the world outside of the U.S
* Minimum 5 years enterprise marketing
* Minimum 5 years data and telecommunications marketing
* Minimum 5 years in a business-to-business organization
* Understanding of business-to-business branding principles
* Seasoned, results-oriented with 12+ years progressively responsible business experience, with majority in communications or marketing roles that involved strategy & planning execution, preferably across multiple marketing disciplines