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# Example of Senior Marketing Executive Job Description

Our growing company is hiring for a senior marketing executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for senior marketing executive

* Develop relationships with relevant local partners acting as the brand ambassador for MR PORTER and manage the implementation of all strategic partnerships
* Manage local market promotions with key partners and affiliates end-to-end to generate additional revenue streams, and grow key channels email subscriber drives, offers and competitions
* Support the Marketing Manager on the implementation of market-specific service, product, and operational enhancements
* Maintain MR PORTER’s competitive edge by researching and presenting new ideas across all channels
* Lead reporting, research and ad-hoc analysis related to key regions
* Manage execution of marketing events
* Liaise with internal departments to ensure campaigns are completed successfully, on time and within budget (Marketing and PR, Creative and Editorial, Site and eCommerce, Buying, Retail & Merchandising)
* Support the development of the regional marketing plan across all marketing channels
* Forward planning for performance marketing, advertising, partnership & events
* Fully own budget management for marketing projects and be sensitive to the allocation of budget to meet objectives

## Qualifications for senior marketing executive

* Solid marketing experience at marketing executive level ideally gained in a luxury and/or online retail environment
* Proven experience of working across all of the online acquisition channels
* Understanding and passion for retail, menswear, men’s lifestyle, and fashion industries
* Analysis and reporting of repeat complaints
* Develop and execute integrated direct marketing campaigns for conferences, training and webinars courses around the world using direct mail, email, telesales, social media, online and offline advertising and PR
* Increase downloads and engagement with dedicated event apps