Downloaded from <https://www.velvetjobs.com/job-descriptions/senior-marketing-executive>

# Example of Senior Marketing Executive Job Description

Our innovative and growing company is looking to fill the role of senior marketing executive. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior marketing executive

* Integrate and synergise contents in all e-mediums that Timberland embarks on
* Coaching and supporting the APAC markets in the rollout and running of online marketing initiatives, particularly in eMB Wholesale, Retail and mobile platforms
* Providing consultancy in product-use, best practices, improved website management process, content support, and project management
* Managing and improving the rollout processes and support processes between markets, the Asia Web Office and counterpart headquarter departments
* Supporting the business objectives as spelled out in the target agreement with MS/MDX in providing 1st level support for eMB to the APAC markets
* Identifying and assessing market readiness for wholesale websites
* Operating services, systems and tools to support the online marketing objectives of DSEA and the respective companies (MPCs) and general distributors
* Providing project management on implementation projects
* Measuring and reporting on the effectiveness of ongoing processes, applications, platforms
* Facilitating the exchange of expertise and know how concerning our leading practices and tools between the HQ and market stakeholders

## Qualifications for senior marketing executive

* Monitor visual identity throughout the company
* Develop and maintain effective relationships with key stakeholders including national and local media
* Provide guidance for Retail management on marketing opportunities
* Promote Kilkenny product offering for tourism trade and consumer
* A good listener, able to take on board and develop new ideas
* The successful candidate must be results oriented, have background executing influencer-focused programs, and experience with regular face-to-face client interaction