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# Example of Senior Marketing Specialist Job Description

Our innovative and growing company is looking to fill the role of senior marketing specialist. 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 marketing specialist

* Assist partners and the local Client Relationship Executive with lead development, research, preparation for sales call meetings, and follow-up while providing value-added input on the sales and proposal process
* Generate and foster thought leadership development, identifying topics and leveraging content developed by corporate marketing team
* Develop specific marketing campaigns and promotions to generate new customer contacts and additional opportunities for conversion
* Direct advertising and event management agencies media partners
* Create and maintain Destination Management reports for performance channels
* Designs, builds and supports creative Channel Marketing programs that are uniquely designed for the DMR Channel
* Coordinate and manage the execution of B2C marketing initiatives supporting prospect, customer reactivation and retention programs B2B collateral support
* Add value by recommending enhancements to planned materials and evaluating new materials, formats, and approaches
* Generates detailed reports demonstrating visceral knowledge of channel and impact on business, looking for optimization opportunities and overall process improvements
* Understanding of data feeds / data structure and how information flows between systems

## Qualifications for senior marketing specialist

* Working knowledge of web analytics platforms such as Google Analytics & Omniture are a plus
* Understanding of online marketing mechanisms (paid search, search engine optimization, comparative shopping engines, email marketing, affiliates, retargeting)
* Content management and web analytics experience
* Knowledge of website production with a firm grasp of website fundamentals
* Technical experience in and using web-analytics tools, specifically Google Analytics
* Understanding of Search Engine Optimization (SEO), User Experience (UX) and A/B Testing