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# Example of Senior Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of senior marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior marketing

* Execution – Work cross functionally through all levels of the organization to execute top and bottom line strategic initiatives
* Ensure Marketing KPI's for lead generation are being met
* Execute NZ demand generation activities
* Lead customer marketing initiatives for NZ region
* Manage NZ website content and assist with PR activities
* Co-ordinate with external marketing agencies and internal stakeholders to execute targeted integrated vertical marketing campaigns
* Identify and develop creative and commercial partnership opportunities that drive high growth through the small business channel
* Structure and negotiate partnership agreements with complex licensing or pricing options
* Develop and deliver detailed operational go to market plans with partners to include sales targets and joint marketing plans
* On-going management of strategic partnerships

## Qualifications for senior marketing

* General knowledge of e-commerce and target market segments
* You are a natural leader with a track record of setting direction and persuading people to share your vision, and
* You are passionate about email marketing
* 2 years customer service, marketing or sales experience closing new and renewal business
* Knowledge of the local transportation market preferred
* 8-10 years in total experience and 5-6 years in B2C Marketing preferably from the book industry or otherwise an avid reader