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# Example of Solution Marketing Job Description

Our innovative and growing company is hiring for a solution marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for solution marketing

* Assist with the design and implementation of processes by which to prescribe market sizing, addressable market, customer requirements, competitive positioning
* Accelerate and drive engagement with brand
* Managing the deployment of digital assets when affiliates wish to localize global initiatives
* Create a marketing technology roadmap aligned with marketing communication, vision and needs
* Partner and collaborate with web development and product marketing teams on projects
* Customer insight and analysis to help craft marketing strategies and campaigns
* Guide and execute enterprise-level technical implementation strategy within Marketing Campaign engine
* Manage production and sandbox environments, configurations, and deployment methodologies
* Maintain marketing automation processes and governance
* Able to explain complex topics to any audience

## Qualifications for solution marketing

* Proven ability to build support and manage resources across multiple marketing disciplines (e.g., PR, web marketing, demand generation) to execute high impact creative marketing
* Track record of creative go-to-market and competitive campaigns a big plus
* Technical Skills on HTML, Javascript and CSS needed
* Use of Design/Development tools (Macromedia, Photoshop) preferred
* Demonstrated proficiency coding advanced HTML and Javascipt
* Exposure to Internet Marketing tools / strategies preferred (SEM/SEO, Affiliates)