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# Example of Specialist, Marketing Job Description

Our growing company is looking to fill the role of specialist, marketing. 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 specialist, marketing

* Manage fulfillment end-user incentive programs such as Gift Cards for Gallons
* Drive the Cenex Total Protection Plan warranty program, raising visibility of the program through effective advertising and promotional marketing
* Execute strategies (and support related sales tactics) to add incremental Cenex volume within commercial heavy duty channels such as fleet, industrial, construction, mining and oil field
* Responsible for creating, organizing and maintaining product content that is utilized in various RHUSA eCommerce tools including webshops
* Work with the RHUSA Division Sales, IT, Pricing & eCommerce, and Marketing Teams, third party data providers, and product suppliers, to identify product content requirements, integrate data from internal and external sources, and help determine content maintenance solutions
* Scrub product data to ensure product attribute/content consistency and completeness and to optimize product searchability
* Perform training as needed for internal and external sales teams
* Generate and consolidate statistics on product breadth and depth for required Corporate reporting and dashboards
* Responsible for the implementation of customer-specific marketing initiatives
* Adjust marketing strategy and plans to meet changing markets and competitive conditions

## Qualifications for specialist, marketing

* Entrepreneurial spirit and flexibility
* Baidu AdWords experience
* Strong interest in online advertising and a track record of delivering outstanding results
* Degree level education in a marketing discipline
* Strong communication skills for all levels of management, with an ability to present material in a way which is appropriate to the level of knowledge of the audience
* Management experience of marketing (and sales) preferably in a management systems, B to B and/or professional services environment