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# Example of Specialist, Marketing Job Description

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

## Responsibilities for specialist, marketing

* Supporting sales force on marketing issues
* Forecasting monthly sales in cooperation with Sales department
* Providing market development insights and competition research
* Purchasing promotional items
* Follow up on internal compliance system regarding Marketing activities
* Influence the annual co-op spend to support the business needs of the divisional by developing plans and strategies for the best use of the dealer co-op budget
* Manage dealer co-op levels and claim processing, ensuring invoices are processed in a timely manner
* Support the sales team with inquiries, providing monthly reports regarding dealer co-op spend
* Organize and facilitate multi-dealer group co-op media buys
* Work with third party agencies and companies to come up with strategies and better use of co-op funding

## Qualifications for specialist, marketing

* Must be willing to work at the location in greater Miami, FL area
* Bachelor’s degree in Marketing, Communications, Sales, Business Administration or related field
* Retail and petroleum experience
* 5+ years experience in Distribution or manufacturing
* 5+ years in Graphic Design
* Demonstrated orientation to challenge the status quo, initiate change and suggest process improvements