



# Example of Commercial Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of commercial marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for commercial marketing

- Assist in direct mail and email campaign execution
  - Define creative platform, product positioning, and messaging strategy across multiple channels, including digital, print, and dialogue/telephone
  - Be accountable for all content marketing initiatives to drive traffic, engagement, leads that deliver sales and customer retention
  - Collaborate across functions to deliver an effective content marketing strategy and editorial plan to meet the business objectives at the lowest possible cost
  - Require a brand publisher mindset and requires the person to manage and create content our audience is looking for and then to optimize the path to conversion
  - Editorial requirements include basic Search Engine Optimization, SEO understanding, content categorization and structure, content development, distribution and measurement
  - Develop editorial governance so content is consistent with our brand voice, style and tone
  - Manage channel of digital content hubs and all supporting social channels including email, newsletter distribution
  - Measure and optimize of program that will be required on a regular and ongoing basis
  - Manage all creative resources including designers, writers, and other agency personnel
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- Bachelors degree in engineering or marketing, with technical experience in the industrial automation field
- Skills in database marketing, customer segmentation and CRM driven campaigns is required
- 7-10+ years of experience with market management strategy end execution, preferably in technology or energy industries
- Experience in B2B market management with advanced subject matter knowledge to address and resolve complex business issues
- Proven ability to drive qualified B2B leads and build pipeline
- Strong digital marketing strategy and execution skills