



Example of Corporate Marketing Job Description

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Our growing company is searching for experienced candidates for the position of corporate marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for corporate marketing

- Be an inspiring team player, supporting a culture that drives results, creativity and collaboration
- Lead or participate in the development and implementation of campaigns in partnership with key stakeholders, peers and business partners to advance the positioning of products and services
- Ensure adherence to brand standards (visuals, layout, logo and colour standards, messaging, product naming conventions)
- Make best use of Project Management resources to facilitate the on-time delivery of cross-departmental projects
- Develop and execute an annual internal communications and charitable giving (inclusive of events) plan
- Implement and manage social strategy across partner sites
- Manage two full-time team members, outside vendors, freelancers and production teams
- Identify and create strategies that enable regional teams to implement the global brand position with consistency across media, press, events
- Collaborate with and serve as a liaison between marketing departments
- Partner with internal creative teams (designers and in-house agency) to review JPMC branded materials such as sponsorship ads and Business Resource Group (internal employee groups) requests

Qualifications for corporate marketing

- Determine B2B marketing business metrics and ensure programs are driving results leading to revenue growth
- Leads a corporate team responsible for developing strategy, which can be rolled out across local markets
- Coach, mentors, and handles performance management of staff
- Works with other key corporate stakeholders in consumer marketing including brand and partnerships to ensure B2B marketing efforts are aligned with overall company strategy
- Sets metric benchmarks for b2b marketing activity for lead generation, engagement, social and revenue generated with specific marketing activity
- Collaborates with corporate b2b marketing copywriter and art director to develop compelling messaging and creative to drive desired results