



Example of Corporate Marketing Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for corporate marketing

- Lead the revision of JPMC visual guidelines for implementation across creative
- Natural curiosity and interested in consumer technology
- Work closely with Global Product Line Managers to understand and translate the technical product features into consumer friendly communication strategies
- Drive marketing strategy - create marketing plans and go-to-market strategies for products
- Prioritizes and schedules high impact touch points to provide maximum Corporate Identity awareness and reach with employees and customers
- Develop messaging for research, infographics, video blog posts, bylines
- Assists in co-op program reporting and analysis
- Checks co-op invoices against estimates, manages billing and reconciles against the budget
- Proof reports, advertisements, collateral materials, digital communication for accuracy, compliance and co-op availability
- Create and open marketing jobs as needed

Qualifications for corporate marketing

- Proficiency in Spanish and Portuguese preferred
- Serves as point of contact with Partnership marketing on b2b marketing needs related to event revenue opportunities

- Develops thought leadership b2b marketing plan working with copywriter and content manager to identify editorial calendar and content topics
- Responsible for owning the lead generation lifecycle and marketing communication focused on bringing customers from lead to prospect to customer
- A knowledge of working with media in Germany