



Example of Creative Marketing Job Description

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Our growing company is looking for a creative marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for creative marketing

- Works within an online request form and scheduling system for photography shoots
- Manages list of freelance photographers with various levels of expertise when outsourcing is necessary
- Stays current with the latest technologies in photography and editing software in order to suggest and provide expert advice with regard to new hardware and software acquisition
- Travels locally, out of town, out of state which may require overnight stays
- In-house packaging design
- Responsible for carrying out private label packaging projects
- Coordinate with external packaging resources
- Copywriting for both C2B and B2B communications/presentations
- Designing sales materials as needed
- Creating new content for social media platforms to involve designing ads, writing posts, and creating micro-videos

Qualifications for creative marketing

- Have solid understanding of non-traditional marketing platforms including the dynamics of building and leveraging partnerships
- Comfortable and effective within a fast-paced, global organization
- Bachelor's Degree in Marketing, Communication, Design, or similar
- Commercial Real Estate experience is highly preferred
- Sitecore, WordPress, Brandcast, other web-CMS experience a huge plus

