



Example of Director, Integrated Marketing Job Description

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Our growing company is looking for a director, integrated 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 director, integrated marketing

- Support the Director of Integrated Marketing in analyzing industry trends and marketing programs across competitive properties
- Concept and manage marketing and sales driven projects across multiple media platforms including TV, digital, and other media platforms when appropriate
- Manage 2 marketing managers, 2 coordinators, and 1 graphic designer
- Build synergistic partnership pitches that further a client's brand goals deliver marketing for MTV Priorities
- Develop and write integrated marketing proposals across a variety of selling categories
- Develop, brainstorm and maintain marketing collateral and research for new products, categories and platforms
- Build and maintain relationships within corporate and the vertical structure, with third-party organizations and vendors to enhance EW's arsenal of marketing programs
- Work with the sales, planning and integrated marketing teams to identify areas for growth and new opportunities for cross-channel programs
- Spearhead the execution of all aspects of individual client programs
- Serve as a brand filter for client focused Nick promotional programs, such as branded custom TV spots, sweepstakes, digital campaigns, retail, on-pack, consumer products, recreation

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- Proficient in MicroSoft Office applications, including Powerpoint, InDesign and plus!
 - Prepare sales support materials and pitch documents, such as sizzle videos, sample scripts, concept boards, relevant case studies
 - Review development and production of all promotional materials, including special advertising sections, sell sheets, collateral
 - Experience in digital advertising units/execution and social media programs
 - Primary counterpart to SVP/VP/DMMs
 - Ability to work effectively with internal groups, particularly with technical staff, external agencies and vendors