



Example of Director, Integrated Marketing Job Description

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Our company is growing rapidly and is hiring for a director, integrated marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for director, integrated marketing

- Drive the development of a marketing strategy for Content Solutions to scale and attract a wider range of filmmakers (and aspiring filmmakers), by educating and driving adoption of Content Solutions in the production and post-production environments
- Conduct ongoing competitive assessment and market trend analysis to evaluate effectiveness of marketing activities and opportunities as measured against Content Solutions' goals
- Review and approve internal and external Content Solutions marketing program activities targeting production and post-production markets
- Support Content Solutions in marketing research and insights to inform upstream product development and product roadmaps / planning process
- Lead and mentor within marketing worldwide
- Help establish communications objectives and lead the development of marketing communications plans
- Build annual media plans and budgets for multiple domains, marketing programs and initiatives
- Manage the communications planning process, including identifying, leveraging and maximizing marketing opportunities with cross-functional and channel partners across ECS, including but not limited to Creative/Advertising, Content, PR, Social Media, SEM, SEO, CRM and Product
- Oversee media buying conducted by media agencies, to ensure the agencies

- Manage media agencies in the development of consumer targeting strategies for optimal marketing and media planning strategies

Qualifications for director, integrated marketing

- Own product messaging and positioning, including the supporting content and proof points
- Must possess strong writing, editing and presentation skills
- Strong analytical skills, a passion for technology, and creativity in defining how new technologies can help customers reduce costs, improve profitability, gain efficiency and gain a competitive advantage
- Manage all elements of sold programs inclusive of custom elements and budgets
- Ability to multi-task in a high-volume, fast-paced work environment
- Stay abreast of marketplace competition and digital innovations and present findings to team