



Example of Director, Integrated Marketing Job Description

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Our innovative and growing company is looking to fill the role of 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 evolution of ECS's business model and marketing approaches
- Develop integrated marketing proposals across a variety of selling categories and budget levels with a specific focus on the retail + fashion categories
- Act as retail/fashion category expert and resource, including development of industry partnerships and sales opportunities, when appropriate and develop and communicate these to both the sales and marketing teams
- From an operational standpoint, work effectively with key stakeholders (team, internal clients, other areas of marketing, external agencies, and internal production services) to promote seamless integration across projects
- Create show-stopping presentations that tell our brand story and creatively bring an idea (big or small) to life in a way that feels custom to each advertiser
- Attend both agency and client meetings including media days, briefs, and pitches as needed
- Assist with special projects as needed, , sell sheets, advertiser and/or signature events, bonus added-value
- Keep abreast of new exhibits, museums, restaurant openings digital site updates, industry trends, new media launches, new technologies, rich media
- Lead and mentor a small team of marketers responsible for crafting the development of custom partnership presentations (RFPs, proactive pitches, follow-up meetings), working directly with Account Executives and sales

- Work closely with counterparts within the Content Partnerships - News team including Content Strategy and the Courageous Brand Studio

Qualifications for director, integrated marketing

- Minimum 5+ years experience in publishing, digital, or non-traditional media marketing
- 15 years or more experience in a marketing role
- Minimum 7+ years experience in publishing, digital, other media marketing
- 5+ years Digital Media Marketing and Advertising experience
- Strong knowledge of digital sales dynamics and processes
- Ability to communicate and manage effectively at various levels