



## Example of Director, Integrated Marketing Job Description

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Our innovative and growing company is hiring for a director, integrated marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

### Responsibilities for director, integrated marketing

- Partner with Digital Marketing to ensure CRM and on-line marketing is driving traffic and conversion
- Define seasonal marketing initiatives that support corporate, product and business initiatives
- Act as a category expert and resource for owned categories (primary focus on Tech, Retail, Accessories and Lifestyle), including development of relevant cultural partnerships, social influencer collaborations, and innovative drives to retail
- Act as a category expert and resource for owned categories, including development of industry partnerships, sales opportunities, media trends, industry trends
- Manage a team working on both print and digital accounts including both endemic and non-endemic categories
- Manage the budgets for the team
- Oversee execution of both EW and client specific-events
- Manage categories in both print and digital accounts including both endemic and non-endemic categories
- Manage a team and be responsible for fostering their development and overseeing their accounts and projects
- Manage the budgets of the programs in assigned categories

- College degree (marketing/sales/business degree a plus)
- Good understanding of "always on" content the technical implications to bring to life such platforms
- Excellent interpersonal, negotiation & persuasive skills
- An expert in digital and social media communication with a finger on the pulse of new client opportunities
- Experience in training and development of direct report
- An effective and persuasive communicator