



Example of Director, Integrated Marketing Job Description

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

Responsibilities for director, integrated marketing

- Demonstrated ability to apply extensive practical and industry knowledge to create and support marketing initiatives
- Provide oversight and general direction to staff in reviewing marketing program initiatives
- Highlight unique value proposition within the RFP deliverable to ensure brand is positioned as a must-buy
- Support business development activities as needed
- Oversee development of a cross-channel, integrated media and communications plan
- Advise management on development of media strategies to ensure maximum effectiveness
- Make recommendations regarding spending levels and placement tactics across all media channels
- Make ongoing adjustments to media plans as needed to optimize performance in market
- Drive the creation of and execution against detailed quarterly plans for management review
- As part of the communications planning process, work with the Advertising, Creative and PR/Content team to develop messaging strategies that drive coordinated, brand-consistent messaging across all channels

Qualifications for director, integrated marketing

- Must have minimum 5-7 years of experience in integrated media, brand marketing, or other relevant experience creating luxury fashion and art partnerships
- Strong interest in fashion and accessories recommended
- Must have minimum 5-7 years experience in integrated media, brand marketing, or other relevant experience creating luxury fashion and art partnerships
- Strong interest in fashion recommended
- Strong knowledge of web advertising units and capabilities, implementation