



Example of Head Of Marketing Job Description

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

Responsibilities for head of marketing

- Ensure digital marketing strategy encompasses all channels -- branch, phone, ATM, online, mobile
- Collaborate with key stakeholders to utilize digital marketing to achieve line of business revenue goals, as part of the overall line of business marketing plans
- Manage online presence and product campaigns to raise brand awareness, identify trends and insights, and improve usability, design, and content of the company website
- Support Sales Enablement– Working very closely with the VP of Sales and unit business managers, develop annual strategic and tactical Marketing plans that are consistent with—and supportive of—Quad’s business development agenda
- Product/Service Marketing – Partner with the executive management team, individual BU’s, and individual Product/Service teams, to architect, lead an integrated Marketing strategy for Quad, based on rigorous quantitative analysis and marketplace insight
- Staffing & Talent Development – Build the Access Marketing team’s functional capabilities and performance, through strategic hiring and hands-on training
- Drive customer acquisition and engagement/retention through Paid Search, SEO, Social, Email, push and other channels
- Lead the process of defining, developing and executing best-in-class digital strategies that support enterprise wide growth strategies
- Leverage consumer insights and trends to identify key issues and opportunities for profitable growth

Qualifications for head of marketing

- Excellent knowledge of the theatrical market and landscape
- Minimum 10 years relevant FMCG experience in trade sales, key account management, marketing, category management and trade marketing
- Strategic thinking ability with emphasis on sound tactical decision making
- Ability to work collaboratively with internal and external customers and partners
- 5 or more years experience in the startup community with explicit understanding of the underlying investment and entrepreneurial ecosystems
- MBA or formal advanced (Masters or beyond) education in a technical field is preferred