



# Example of Integrated Marketing & Communications Job Description

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Our innovative and growing company is looking to fill the role of integrated marketing & communications. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for integrated marketing & communications

- Assist in managing third party agencies/vendors involved in the development and execution of moderate complexity projects as needed
- Establish and maintain relationships and good communication in coordination with key internal department members to carry out and ensure maximization of marketing goals, timelines and budgets
- Provide proof-reading for all MarCom projects throughout the production process
- Collect, maintain and report concrete KPIs of marketing activities, including benchmarking and metrics
- Utilize content editors, Photoshop and/or basic HTML to update web content as needed
- Identify and partner with subject matter experts within the business (e.g., target marketers, product managers, ) to use customer and business insights to ensure accurateness and completeness of communication strategies
- Experience using Marketo or other marketing automation platform is a plus
- Advice Media Lead
- Hands-on writing and development responsibilities, with the ability to re-write a variety of collateral to make it as great as the Product Manager thought it was
- Advise Product Managers on best methods and specific types of collateral to achieve their goals

- Digital Media, CRM and Ecommerce Experience required
- Proactive and results oriented thinker who would flourish in an entrepreneurial environment where new ideas are championed
- 4-year degree from an accredited university in Business Administration, Marketing, or related
- 10 years of relevant professional experience in brand management/brand operations experience, with experience leading an organization in the development of multi-media marketing plans
- Heavy experience in digital is important, with hotel experience a plus
- 4+years of relevant professional experience in brand management/brand marketing experience, with experience in the development and execution of multi-channel marketing plans