



Example of Marcom Specialist Job Description

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Our company is growing rapidly and is hiring for a marcom specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marcom specialist

- Deliver marketing communication to target groups using all relevant channels both offline (print,) and online (email, sms, social media) and CRM
- Manage online store development, testing and its further regular update
- Manage online activities through IT partner to generate traffic to the website and ensure all product information is up to date
- Designs multi-tactic campaigns to achieve program objectives defined by the Marketing Program Manager and completes the campaign brief / campaign calendar
- Responsible for choosing tactic mix, identifying customer target group and setting communications strategy
- Works closely with global market segment and product line marketing teams to inject SAPK requirements into global campaign design
- Works closely with the SAPK Marketing Program Manager (MPM) to adapt global campaigns for execution into the SAPK region
- Partners closely with the SAPK Country Event Support Team and Agilent partners (IDO) on campaign execution
- Responsible for allocation and tracking of SAPK campaign budgets in close alignment with MPM
- Reports into the SAPK Marketing Manager

Qualifications for marcom specialist

- 5+ years of experience in marketing communications or related position that

- Proven ability to think from the customer's point of view, and translate very technical information into effective marketing messages relevant to the customer
- Strong understanding of marketing fundamentals such as positioning, differentiation, market segmentation, value propositions, customer personas, purchase decision sales cycle journey maps, and SWOT analysis
- Must be an exceptionally creative and strategic thinker, with a strong understanding of marketing best practices and how to bridge the gap between technical functionality and customer needs
- Exceptional interpersonal communication and collaboration skills with peers, internal and external customers, and executive team
- Travel up to 10% may be required to support trade shows and other activities