



Example of Marketing Campaign Specialist Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing campaign specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing campaign specialist

- Increase database size and nurture current database members through a broad range of communications
- Communicate with the sales team to ensure that they are aware of marketing programs and have the right tools to follow up as required
- Become a "product expert" in our industry, understand the hot issues and new developments in storage and server technology, and work with the Product Marketing team to develop relevant campaigns
- Integrate strategies and recommendations into other active marketing channels such as Search (SEO) and Social Media
- Collaborate with key stakeholders to ensure all projects adhere to the appropriate steps of the material approval process
- Assist in the complete coordination and delivery of campaigns as assigned
- Guides the opening of project files, scheduling collaborative meetings, distribution of materials to appropriate parties
- Developing, executing, and measuring integrated campaigns that support assigned business unit(s) objectives and drive awareness and growth (25%)
- Coordinating development of campaign deliverables with in-house and external teams (20%)
- Developing and executing digital marketing strategies including email, social, advertising, (15%)

Qualifications for marketing campaign specialist

- Experience with marketing automation/ESP platforms and landing pages creation preferred
- High degree and track record of creativity with programs development
- Strong PowerPoint and Excel skills proficiency with the entire MS Office suite and Google Drive
- 2-4 years in marketing or equivalent experience in the coordination and traffic of print, direct marketing campaigns, online, collateral, faxed, etc
- Understand foundational concepts of campaign marketing