



# Example of Marketing & Customer Job Description

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Our innovative and growing company is looking to fill the role of marketing & customer. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing & customer

- Partner with Marketing Research to perform market and trend research, determine market potential, identify shopper needs or trends to develop shopper/customer specific in-store and digital marketing plan
- Determine appropriate methods of competitive analysis and lead research to understand how competition is placed across various competing retailers
- Oversee gap analysis studies to identify opportunities to grow Liberty's business with the customer via new product, assortment, merchandising, cross selling, promotions
- Analyze category specific customer P&L and provide analytical insights to Sales on development of customer plans
- Manage the category - customer P&L
- Define annual customer marketing plan, objectives and targets
- Scope and implement an integrated customer marketing programme, that supports objectives to serve, retain and grow our client base
- Develop and drive cross-/up-sell campaigns to support account management pipeline and revenue targets
- Define and execute customer communication programme
- Deploying regular customer communication through our Marketing Automation system (Hubspot) to customers

## Qualifications for marketing & customer

- Segmentation – responsible for reviewing and segmenting entire base – with

- Call and volume forecasting – owning the marketing call and volume forecast for notifications and supplying other channels relevant marketing information to compile their own forecasts
- Agency management – leading our BTL agency to deliver notification comms, including scope of work, DM, EM, Online and Update (including Welsh and Accessibility versions)
- Internal stakeholder management – managing senior internal stakeholders to gain buy into developed strategy, then once the comms are developed review and feedback on comms
- Digital– responsible for briefing online requirements and ensuring content is delivered correctly and on time to BT.com
- Reporting and analysis– responsible for setting with marketing communication performance KPIs and measuring and reporting them back to senior stakeholders