



Example of Marketing & Development Job Description

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

Responsibilities for marketing & development

- Coordinate and execute development/marketing lists and content for email, mail or other channel delivery
- Work with Development, Creative Services, and Digital/Integrated Media staff to strategize and set communication plans and goals
- Assist marketing team with proofreading, copywriting and content development act as the central traffic resource, supplying calendars, project tracking
- Manage the company's web and social media presence
- Own external communications
- Be involved in government relations
- Provide ongoing media training to the executive management and program managers
- Manage the use of external resources as they pertain to the Marketing and Communications function
- Maintain production calendar to ensure that all parties are on-target for all milestones
- Handle traffic content and design for review and approval

Qualifications for marketing & development

- 4+ Years of work experience overall
- Brand/Marketing manager/director with a top-tier CPG company with at least 3-5 years focused against Shopper Marketing (10-15 years)

- Efficacy on a strategic level operational level
- Possession of a Bachelor's degree from an accredited four-year college or university or agreed to equivalent