



# Example of Marketing & Development Job Description

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Our innovative and growing company is hiring for a marketing & development. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing & development

- Supporting sales and marketing efforts by direct prospecting activities via phone and email in order to generate qualified leads
- Clearly and accurately positioning products' features and benefits while qualifying prospects' needs, authority, timeframe to purchase, and budgetary information
- Leveraging social media / communities and online resources to identify key contacts within targeted school districts / accounts and build network of relationships
- Effectively transferring qualified opportunities to the appropriate Account Executives in a timely manner
- Collaborating with marketing and sales teams to design and implement successful lead funnel plans, strategies, and tactics
- Working closely with marketing intelligence personnel to analyze, measure, and report lead and program quality to ensure best possible ROI
- Utilizing Renaissance's Customer Relationship Management (CRM) and marketing automation systems to develop a predictable flow of qualified opportunities
- Query and download recent data from external and internal sources relating to KUED viewers and users
- Coordinate data scrubbing and data ingestion
- Monitor and report on individual campaign results

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- Candidate should be creative, self-motivated, personable and detail-oriented with strong communication (written and oral), organizational and time management skills
  - Previous experience with MS Excel, SAS or other statistical software
  - Previous experience with marketing warehouses and databases, campaign management and reporting tools such as Unica, Business Objects and SQL preferred
  - Bachelor's Degree in Advertising
  - 5+ years preferably in mass market fundraising and sponsorship
  - Knowledge and proficiency in Google and Microsoft Office Suite applications is required