



Example of Marketing & Development Job Description

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Our company is growing rapidly and is hiring for a marketing & development. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing & development

- Assist in developing, communicating and/or implementing an annual marketing plan which lays the foundation of the positioning for the franchise and business development initiatives, and which builds into the overall franchise and business development strategy
- Support the development and launch of integrated marketing strategies to drive online traffic, consideration, enrollment and use of these key products by prospects and customers
- Interface directly with clients and the client development teams to identify key market needs , industry trends and competitive landscape to support product strategy recommendations and define requirements for new products
- Direct the end- to-end product development process, including directing the cross-functional project team to successfully meet launch targets
- Provide requirements to platform development teams to enhance our evolving marketing automation platform
- Support manager in stewarding and championing franchise and business development positioning across all communications
- Maintain and update development-related brand presentations and custom pitch material to materials reflect accurately the brand including messaging and images
- Review and update content, images, and lead routing as required and as new material and direction is available for business development website

- Support in content development and list management for email marketing campaigns

Qualifications for marketing & development

- Prior experience with constituent relationship manager software preferred
- Experience organizing and correlating data using Excel tools such as VLookups, Pivot Tables
- Willingness to become Subject Matter Expert (SME) on onboard catering services for airlines, working in a cross functional organizational global environment
- Strong communication and presentation skills are needed with the ability to communicate technical concepts to non-technical audiences (sales, customers, executives) translate customer and market data into technical requirements documents
- Demonstrate strong self-sufficient attitude
- Adaptable, open to change