



Example of Marketing & Engagement Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is hiring for a marketing & engagement. 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 & engagement

- Serve as the marketing lead for football and men's basketball
- Drive NBA Team Execution - Work with sports agency to develop and support the execution around NBA teams
- NBA Marquee Events - Drive internal alignment around key properties
- Responsible for NBA Player asset management
- Execute music activation
- Develop market-level strategy to build brand awareness and customer engagement
- Identify key stakeholders, network and build new relationships, and effectively communicate our story
- Work closely with Community Affairs, Public Relations & Marketing to identify the right community partners and sponsorship opportunities, while effectively managing to the market-level budget
- Support the team throughout the event planning process, including the proposal, approval, and execution phases
- Ensure market-level strategy is consistent with our national strategy and Mission

Qualifications for marketing & engagement

- Demonstrated expertise in working with external clients particularly in a communication consulting and sales support capacity
- Demonstrated direct and virtual team management experience

- Flexible and able to adapt solutions to evolving business trends and customers needs
- Manage strategic development and day-to-day execution of our Canadian loyalty program to complement and align with existing Old Navy business/Marketing strategies with key business partners
- Manage program forecast/budget and submit to ON Finance team on a monthly basis