



Example of Marketing Execution Job Description

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Our innovative and growing company is hiring for a marketing execution. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing execution

- Achieve company business goals by jointly identifying co-op marketing opportunities with Wireless Carriers and National Retail customers
- Interfaces with clients to consult and advise regarding capabilities & gather online marketing requirements
- Develop plan and schedule across stakeholders with a thorough knowledge of timing required by the various media marketing distribution platforms
- Ensure that delivery conforms to internal processes and policies and meets agreed service levels
- Manage campaign schedules and timelines for assigned campaigns
- Monitor and communicate the day-to-day status of assigned campaigns
- Research and address/escalate issues that impact our ability to deliver
- Monitor input/output volumes to ensure clients are aware of progress against service level thresholds and volume overages
- Manages the timing and movement of data processing enabling post-campaign reporting
- Act as the subject matter expert on the end-to-end marketing execution process for USSM

Qualifications for marketing execution

- Experience leading a marketing team to plan and execute mass and direct marketing initiatives
- Experience marketing with sales channel and strong understanding channel activity

- Ability to work with internal clients to influence, facilitate and achieve marketing strategy
- Minimum of 5-8 years' experience in creative design and content for both print and digital
- 3+ years experience building and executing cross-channel marketing programs specifically email, push and SMS across multiple device types (mobile, desktop)