



Example of Marketing Expert Job Description

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Our innovative and growing company is hiring for a marketing expert. 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 expert

- Read, draft and negotiate contracts with incumbent and potential new suppliers
- Provide ongoing industry insight to internal agency management team with focus on above the line advertising services
- Champions, develops, manages, and drives key agency relationships that are critical to success of the Category Sourcing Expert – Marketing & Advertising's projects
- Manage supplier records in internal contract database
- Proactively identify, implement and track savings opportunities
- Knowledgeable regarding best in class technologies, market pressures and trends
- Works with clients to resolve agency related business issues and negotiate business terms with suppliers
- Stays current with existing agency rosters core competencies and knowledgeable regarding up and coming or leading suppliers in the marketplace
- Perform financial/risk analysis of potential and existing suppliers
- Establish vision and strategy for global external client evidence program

Qualifications for marketing expert

- Bachelor's degree in Marketing/Advertising, Business Administration or

- Project Management experience in a complex multi-project and multi-geography environment
- Experience in Advertising/Marketing firms or in the Marketing department of a large corporation
- Implement and drive client evidence program, process and quality adherence
- Drive client evidence identification, content collection and development, and mobilize marketing, sales, account teams and delivery to achieve client evidence targets
- Create and deliver regular reports to highlight progress against client evidence goals and be accountable for setting and meeting targets across Areas/Regions