



Example of Marketing Partner Job Description

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Our growing company is looking to fill the role of marketing partner. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing partner

- Coordinate in-house designers, marketing and creative agencies
- Implementation of brand guidelines in all projects
- Point of sale visits, analysis and reporting
- Quality assurance of all marketing material / communications
- Develops marketing strategies and programs for the respective categories and customer segments based on current business, customer, and research data
- Develops, owns, and manages marketing budget for the business unit
- Creates and optimizes the media strategy for the business unit
- Analyzes all relevant data sources for the retail category, competitive and customer information to inform future strategic direction
- Translates consumer attitudes and market research to anticipate competition/market trends into marketing strategy
- Develops, owns and manages Shop Your Way member strategy for the business unit and is responsible for aligning the merchant, finance, and pricing teams

Qualifications for marketing partner

- Experience working with creative teammates, ad agencies and media vendors
- Solid understanding of all marketing disciplines
- Bachelor's degree in Marketing, Communications, Business Administration or related fields

- Passion for brand and marketing
- Experience working in an account management role at a branding, creative or advertising agency