



Example of Marketing & PR Job Description

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Our innovative and growing company is looking for a marketing & PR. 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 & PR

- Seek opportunities for joint promotions with affiliates and other local business partners
- The NCAA Digital Marketing and Public Relations departments take care of getting the message and the accomplishments of NCAA Digital out to the public in a variety of different ways, utilizing both traditional and social media
- Supervise, build and develop the local marketing and PR teams and ensure consistency through an integrated approach
- Function as key strategic leader, building brand awareness and luxury positioning in the EU & ME
- Oversee the execution of the seasonal brand strategy corporate initiatives in the EU & ME
- Liaise with TB Corporate marketing/PR teams regularly to understand ongoing and seasonal global initiatives to be leveraged in market
- Initiate contact and liaise with external partners, event hosts and 3rd party providers as needed
- Set seasonal brand strategies and goals with third-party agency(ies)
- Work to enhance CRM with boutique managers, wholesale partners and TB HQ
- Oversee local team's requests to TB HQ for all printed collateral needs

Qualifications for marketing & PR

- Experience working with cross-functional teams and managing career

- Budget – track and monitor PR & marketing budgets
- Must have a strong communications background
- Bachelor's degree in PR, marketing, communications, or related field
- Should have a strong working knowledge of HTML5, CSS3, Javascript, jQuery, SEO, SEM and browser technology