



Example of Marketing Representative Job Description

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Our company is searching for experienced candidates for the position of marketing representative. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing representative

- Ensures email & direct mail programs deliver personalized, relevant content and are on strategy to meet business goals
- Works with key integrated communications and production teams to ensure proper processes, scheduling, prioritization & communications are in place for these programs
- Participates in the creative development process by developing project briefs, coordination of creative development, documentation and communication with email designer and securing all stakeholder feedback and approval
- Collaborates with Ecommerce team and provides direction to the email development team on guest online experience, tests email content deliverability performance, in-box render testing, and troubleshooting deployment issues
- Acts as the subject matter expert for email marketing and direct mail and ensures utilization of email and direct response best practices that optimize deliverability and response
- Ensures compliance at all times with CAN-SPAM laws
- Develops and maintains strong partnerships with cross divisional stakeholders/partners to ensure business objectives are met by continuously recommending enhancement to email & direct mail communication programs
- Provides data-driven CRM strategic recommendations for retaining Outer US, Florida resident and annual pass holder direct mail & email campaigns to Consumer Brand Management and internal agency team members by

- Develops test & learn plans that deliver against ROI targets while driving and optimizing key traffic and revenue metrics including CTR, open rates, incremental revenue lift, engagement, and retention
- Work with Analytics team to leverage CRM dashboard and provide performance of each email campaign on a daily, weekly and monthly basis to key stakeholders

Qualifications for marketing representative

- Experience - Leverages knowledge and insights to achieve higher levels of performance and productivity
- Bachelor's Degree in Marketing, Communication, Business or related field preferred, or equivalent training and experience
- Must be willing to travel extensively (50-70%) relocate based upon business needs
- Excellent computer skills and organizational skills
- BCP Industry Sales Representative - Analyze sales opportunities, review pricing practices, assist with new product information releases, and develop competitive analysis for the assigned industry
- You will rotate through any of the above areas during your development phase dealer location to gain additional experience