



# Example of Marketing Representative Job Description

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Our innovative and growing company is searching for experienced candidates for the position of marketing representative. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing representative

- Maintains documentation of all segment campaigns including business strategies & segmentation, creative comps, and stakeholder comments and approvals
- Proactively monitors competitive market, tracking competitors campaigns and reporting that back to key stakeholders
- Assist in roll out and promotion of company tools or initiatives
- Prepare Sales Meeting materials as requested
- Consistently meets or exceeds sales goals by selling Epsilon Products to Clients in assigned market area
- Review product results and recommend needed enhancements to maximize programs
- Recommends and develops direct mail promotions that address dealership concerns on a timely basis
- Manage territory activity to optimize support of assigned key customers
- Works with field team in given territory to address dealership and company objectives with respect to sales goals and customer satisfaction
- Maintain and grows relationships with local OEM field representatives within the given territory

## Qualifications for marketing representative

- Must currently have or will have by July 1, 2017 an accredited Bachelor's, Masters or PhD in one of the following programs Marketing, Business Administration, Management, Finance, Engineering or Engineering Technology
- Team player and strong communicator, both written and verbally
- Goal-oriented, self-motivated, creative, flexible problem solver with excellent judgment and adaptable to new situations
- Extensive computer knowledge and proficiency in Microsoft applications