



Example of Marketing Representative Job Description

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Our company is growing rapidly and is hiring for a marketing representative. 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 representative

- Identifying new sales perspectives and driving business growth in the region through customer and market need definition developing a leading edge on competitive offering in the region
- Territory mapping – regularly monitoring of distribution coverage, market shares by territory and segments
- Carrying out commercial negotiations with customers, negotiation of commercial terms and prices
- Participate in formal training (structured John Deere training schools)
- Participate in informal training (on-the-job training, shadowing a current field manager)
- Fulfill specific developmental assignments
- Assist field managers with dealer events, shows, promotions
- Fulfills a variety of developmental assignments to gain unit and field experience by managing small strategic projects
- Assignment of projects related to John Deere Financial
- Participates in training related to product, sales, and marketing processes

Qualifications for marketing representative

- Bachelor's degree in Management / Marketing / Sports Marketing
- You must be comfortable with making a minimum of 20+ calls daily while also following up with emails
- Ability to communicate confidently and effectively with key decision makers

- Ability to manage multiple ongoing conversations (multi-task/follow-up)
- Ability to stay organized while managing large amounts of account contacts, e-mail communication, and marketing opportunities
- Adapt to change (priorities may change with minimal notice, need to be flexible)