



Example of Marketing Senior Advisor Job Description

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

Responsibilities for marketing senior advisor

- Data Retention Criteria
- Prioritization algorithm
- Collaborate with stakeholders and business users to identify Data collection and CDI enhancements and actively participate in the management of any related projects
- Review requirements, specifications and technical design documents and provide timely and meaningful feedback
- Develop, support, and execute a go-to-market (GTM) plan against the Data & AI priority, with and thru partners
- Orchestrate sales enablement, co-selling efforts, alliances, and external communities to generate leads for the business
- Lead execution to deliver on Scorecard metrics
- Support ad-hoc analytics as requested by Ops Sr
- Define with the marketing leadership team our operational training priorities for every half-year and establish a training calendar roadmap including MOM refresh cycle and publication, training session schedules & evaluation
- Works with the various SME of the Marketing organization to aggregate best-of-breed process descriptions, systems & process user-guides and various training materials related to marketing functions

Qualifications for marketing senior advisor

- Demonstrated ability to guide, edit and assure clear, brief and compelling

- Ideally, minimum 2 years of experience leading a marketing function within one of the largest World Vision Support offices and / or minimum 4 years of experience leading a marketing function within a global, federated organisation
- Excellent written and verbal communications in English, and at least one other European language
- Define and build go-to-market and channel distribution marketing strategies for the region
- Lead initiatives within channel distribution marketing working with sales and merchandising stakeholders to develop, implement and execute programs and projects that align with channel distribution sales strategy
- Plan, analyze and manage marketing programs and projects to support sales initiatives