



Example of Marketing Senior Advisor Job Description

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Our growing company is hiring for a marketing senior advisor. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing senior advisor

- Manage the setup & refreshes of the Marketing Operational Manual that should encompass the various process & user-guides that marketers should be knowledgeable about
- Deliver face-to-face or on-the-phone training sessions based on our half-year business priorities and coordinated with MOM updates
- Define & implement the proper KPI to evaluate training impact & performance on the operational excellence of the marketing organization, and suggest corrective actions if objectives aren't met
- Championing the global marketing training deployment across EMEA (mandatory training, product-based training), drive marketing awareness & adoption of our global training material among the EMEA population
- Develop compelling messaging and positioning for the product portfolio targeted vertical solutions that move worldwide sales teams, channel partners, OEM partners, enterprise customers and service providers to act
- Work closely with key marketing stakeholders (product management, field marketing, marketing communications, business development, etc) to package and promote the collateral to ensure it is effectively delivered to key stakeholders and the global sales force through papers, web, blogs and social media
- Create marketing content and develop go-to-market activities, sales training, and demand generation programs for targeted verticals and broad thought leadership campaigns
- Work closely with product management, technical marketing engineers, and business development managers to understand product strengths, market

- Develop and maintain deep industry and market expertise through consistent and on-going self-learning activities including competition, incumbents and disruptors
- Take a global approach to product marketing to help drive awareness and market growth in all relevant geographies

Qualifications for marketing senior advisor

- 10+ years of related experience with a Bachelor's degree or 6+ years with a Master's degree or equivalent experience
- 8+ years of relevant work experience in marketing programs, event planning, sponsorship or marketing communications
- Advanced knowledge of and experience in managing special events and targeted customer/partner engagements that achieve goals and generate results
- Skilled negotiator with sales experience and ability to foster consultative relationships that drive incremental value and sponsorship revenue
- Proven ability to conceptualize, manage, and execute on sponsorship programs in support of medium and large-scale events
- Strong attention to detail, impeccable customer service and creativity in problem-solving