

# Example of Marketing Senior Specialist Job Description

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Our innovative and growing company is looking for a marketing senior specialist. 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 senior specialist

- Utilization of Google Analytics/Tag Management, Salesforce lead management and other tools to determine value/impact and performance of channel
- Must use data-driven analysis in every aspect of job performance
- Define, recommend, develop and assist or execute specific high-priority projects, such as defining targeted audiences, best venues for specific digital campaigns, branding, maximize customer engagement and lead generation
- Assist or manage sales & marketing events in China, timely planning and implementation of promotional activities marketing and congress equipment inventory and related logistics
- Work with Product Management, Marketing Management and LBU Leadership to assure P&L targets are met
- Support the implementation of marketing strategies designed to maximize profit margins and ensure customer satisfaction
- Conduct quarterly meetings with Medium Voltage ( MV) Marketing Director and Product Group Marketing Managers to review DOE market data
- Assist Sales, Marketing, Product Management, R&D, Engineering, and other departments in developing and implementing strategies to capture additional sales and market share, and increase profits
- Aid in managing navigation structure
- Leverages market data and analytics to influence success of marketing

## Qualifications for marketing senior specialist

- Solid experience and grasp of ecommerce functionality, usability, web technology, and ecommerce vendors
- Understanding of best practices in online and omnichannel retail
- Experience as a business user with ecommerce platform such as Demandware
- Self motivated, able to work independently with the ability to meet short deadlines
- Strong analytical skills with the ability to interpret and provide insights on data
- Position will be located onsite in Northridge, CA office