

# Example of Marketing Senior Specialist Job Description

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

- Provide analysis related to product needs, market segmentation, financial
- Gather business, marketing and technical requirements for web projects
- Evaluate and recommend external vendors to achieve the web marketing goals and projects
- Produce and coordinate the production of a variety of web initiatives including website enhancements and redesign, technology implementation, navigation improvement, form management, digital and multimedia optimization
- Manage and optimize SEM/SEO/PPC strategy, deliverables and lead generation tactics
- Lead a strategic effort to ensure brand consistency across all Datacard Group international sites (datacard.com and regional sites)
- Troubleshoot and solve web issues such as broken links, page layouts, cross-linking, visual design
- Work with current content management systems (Interwoven TeamSite and WordPress) to create, post, maintain, customize and enhance web content
- Supporting and guiding the Product Implementation Process by market research and product specifications
- Setting up and execute roadmaps for the introduction of new products or updates and the phasing-out of existing products

## Qualifications for marketing senior specialist

- Minimum 3 years' experience in Advertising and/or Marketing, including project coordination
- The candidate must be able to speak to how they developed the strategy, how they measured success, and what the actual business results were
- Excellent content marketing writer, with 5-7+ years of experience "getting his/her hands dirty" by interviewing SMEs and personally writing exceptional, customer-focused blog posts, eBooks, whitepapers
- The candidate must be able to provide specific, recent writing samples across a variety of types of content (blog posts, eBooks, whitepapers, ) and speak specifically to ways they promoted this content and the business results each piece of content generated
- Proven ability to lead a team and drive teammates toward a set of strategic goals
- Passion for learning, reading, and expanding knowledge