

Example of Marketing Specialist Senior Job Description

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Our company is growing rapidly and is hiring for a marketing specialist senior. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing specialist senior

- Mitigate customer attrition, increase customer adoption and engagement, drive incremental growth, and improve overall business value
- Facilitation of production schedule and coordinate workload with other team members
- Develop strategic web presence for US market, addressing healthcare professional, consumer and commercial audiences
- Identify and propose to management opportunities to achieve business goals through use of the internet (web, email, mobile, social media, search, online advertising, eDetailing, etc)
- Leverage US leadership role to ensure the global organization benefits by partnering with global Business Unit counterparts, contributing to and shaping global activities
- Identify and deliver synergies through support of company-wide, reusable solutions rather than individual efforts, through effective use of in-house resources, and through effective vendor selection and management
- Execute with superior results multi-media, multi-channel marketing campaigns and tactics following established processes from initiation to final production, including tracking progress and ensuring all deliverables are delivered on time and on budget
- Evaluate and monitor marketing content ensuring all information is relevant, manage the distribution of content and ensure adherence to brand strategy
- Communicate and collaborate with various people in the organization to

not limited to B2B Marketing, Enterprise Marketing & Communications, outside agencies/partners and internal subject matter experts

- Requires knowledge and experience in marketing, with a focus on marketing execution

Qualifications for marketing specialist senior

- Must be able to travel based on business needs (approximately 10% or less)
- Create, manage, and track marketing campaigns within Salesforce.com and Pardot marketing automation system
- Bachelor's degree in marketing/Digital marketing preferred or equivalent experience
- Position may requires the ability to travel on occasion and the ability to meet tight deadlines
- Good PPT & Excel Skill
- Client service experiences from a marketing agency a plus