



# Example of Marketing Strategy Job Description

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

## Responsibilities for marketing strategy

- Accountable for identifying and leveraging consumer insights to inform segmentation and targeting strategies, and translating into measurable marketing programs within and across multiple marketing channels including television, print, direct mail, and digital marketing campaigns
- Conduct client-centric market analyses to identify marketing gaps and opportunities
- Partners with Field Marketing regarding the activation of the Segment Marketing strategy at the local level
- Champion the voice of the fan across all of our marketing and ensure that we are delivering on our 'fan first' strategy at every brand touchpoint including communications, event presentation, in-arena experience, digital, loyalty communications
- Work closely with the Ticket Sales team to align marketing and sales strategies
- Ensure close integration with the Marketing Partnerships group
- Manage, motivate and develop the Knicks / Westchester Knicks marketing team
- Collaborate with business and channel marketing partners to refine the commercial card value proposition and messaging platform to effectively influence prospects to drive consideration
- Provide marketing teams with strategy & analytics support – deploy resources, drive lead flow, and support client conversion
- Identify market, competitive, regulatory, and technology trends that impact

## Qualifications for marketing strategy

- 7-10 years of relevant digital marketing experience in a retail or transactional ecommerce environment & brick and mortar retail experience
- Demonstrated experience driving successful multi-channel retail (store & online) digital marketing programming
- Proficiency in Excel, including experience with working with large data sets limited financial modeling ability
- Marketing/Business degree required, MBA preferred
- Clear knowledge of the current sports business, sports marketing landscape and media marketplace
- 6+ years experience in building and managing marketing strategy & plans with expertise in acquisitions, retention, analytics and branding