



Example of Marketing VP Job Description

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Our company is hiring for a marketing VP. 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 VP

- Lead development and execution of cross-property transient strategy together with DM COE counterparts
- Lead development and execution of all cross-property marketing campaigns (including transient targeted occupancy campaigns)
- Oversee the development of SOW for creative agency of record
- Lead oversight of SOW for internal agency partner to prioritize work and proactively manage demand
- Partner and collaborate with Creative Services leaders to develop campaign and marketing plans
- Oversee the portfolio marketing team members to optimize engagement, performance and job satisfaction
- Collaborate and communicate with Property Presidents, Property VPs of Brand Strategy, corporate senior leaders on key strategic projects and initiatives to achieve consensus and optimize execution
- Provide strategic insight on key marketing trends, best practices and destination or economic research (LVCVA data, ANA information and relevant industry trends)
- Partner with Entertainment Marketing team to leverage arena entertainment to drive hotel room nights across the portfolio
- Utilizes market intelligence, strategic planning, customer service and relationship building initiatives to ensure that Chart's is building a competitive advantage in segments it serves

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- Strong ability to collaborate and apply a model of influence in a highly matrixed environment
 - Strong mathematical or statistical backgrounds, proven project management skills, and thrive in a team environment of open idea exchange
 - Strong knowledge of the telecommunications industry from a database marketing perspective
 - 10+ years managing teams and successfully delivering analytic solutions
 - Ability to grow business organically within existing client base to support business development to generate new business
 - Track record in developing an analytic solution to solve abstract business problems to relate technical issues to both technical and non-technical audiences