

Example of Senior Director, Marketing Job Description

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

Responsibilities for senior director, marketing

- Develop non-traditional and traditional marketing strategies with the U.S label for both artist and label brands whilst working within the confines of specialist labels
- Communicate with international affiliates on a daily basis, working alongside to help coordinate their marketing and promotional campaigns
- Provide the affiliate territories with all the tools and constant updated info they need to run their campaign, from online, press, and music
- Liaise between affiliate label, artists and management
- To develop and oversee promotional and paid tour activities from flights, hotel, visa's, interview and day-to-day issue's that may arise
- Create, and/or review, negotiate, and maintain tour budgets for both paid tours and promotional tours
- Oversee, prepare and liaise on all digital tools, assets and branding for the artist to the affiliates
- Initiate ideas of ways to maximize the online content made available for each artist, to be included in marketing campaigns to provide and aid longevity of the artists overall album campaign
- Collate and activate localized artist messaging and updates on social media platforms, to support local needs of affiliates and grow the global profile of artist brand in online space
- Collate info on the worldwide activity and sales performance/development of the artist

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- Provide feedback and updates about worldwide campaigns to the domestic U.S label and management
 - Controlling, overseeing, and approving promotional and commercial product production process for all formats, projects and campaigns from initiation to retail delivery
 - Train, supervise, and provide ongoing developmental support for department assistants
 - Support department head with overall planning for WMG global priority acts
 - Support and advise department head in all areas including department financial organization and maintenance
 - Knowledge of the specialized media in key territories outside the US