



# Example of Senior Marketing Executive Job Description

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Our growing company is searching for experienced candidates for the position of senior marketing executive. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for senior marketing executive

- Think of ways to improve ROI in all campaigns initiatives (digital and offline)
- Demonstrated project management experience with the proven ability to manage timelines
- Understanding of response tracking and interpretation of campaign results
- Basic understanding of online marketing tools and usage
- Well organized and good project management skills
- Attention to detail and diligent to follow through
- Ability to analyze results and campaign tracking
- Ability to communicate upwards and making sound recommendation
- Cheerful character with can-do attitude and able to work under tight deadline and deliver results efficiently
- Create and implement the regional marketing plan in conjunction with the International Marketing Manager

## Qualifications for senior marketing executive

- Strategic approach to problem-solving, proactive troubleshooting abilities and resourcefulness in getting things done
- Project manage simultaneous projects involving multiple stakeholders
- Previous experience of working in or with marketing agency is a plus
- Manage cross-channel campaigns in focus markets with objective to meet

- Work closely with the Performance Marketing team (Search, Display, Social and Affiliates) and external agencies to develop performance channels in focus markets
- Work with global CRM and email teams to develop market-specific retention programmes, and performance-driven email campaigns