



Example of Senior Marketing Executive Job Description

Powered by www.VelvetJobs.com

Our growing company is hiring for a senior marketing executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for senior marketing executive

- Develop relationships with relevant local partners acting as the brand ambassador for MR PORTER and manage the implementation of all strategic partnerships
- Manage local market promotions with key partners and affiliates end-to-end to generate additional revenue streams, and grow key channels email subscriber drives, offers and competitions
- Support the Marketing Manager on the implementation of market-specific service, product, and operational enhancements
- Maintain MR PORTER's competitive edge by researching and presenting new ideas across all channels
- Lead reporting, research and ad-hoc analysis related to key regions
- Manage execution of marketing events
- Liaise with internal departments to ensure campaigns are completed successfully, on time and within budget (Marketing and PR, Creative and Editorial, Site and eCommerce, Buying, Retail & Merchandising)
- Support the development of the regional marketing plan across all marketing channels
- Forward planning for performance marketing, advertising, partnership & events
- Fully own budget management for marketing projects and be sensitive to the allocation of budget to meet objectives

- Solid marketing experience at marketing executive level ideally gained in a luxury and/or online retail environment
- Proven experience of working across all of the online acquisition channels
- Understanding and passion for retail, menswear, men's lifestyle, and fashion industries
- Analysis and reporting of repeat complaints
- Develop and execute integrated direct marketing campaigns for conferences, training and webinars courses around the world using direct mail, email, telesales, social media, online and offline advertising and PR
- Increase downloads and engagement with dedicated event apps