



Example of Senior Marketing Executive Job Description

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Our company is growing rapidly and is looking to fill the role 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

- The Senior Marketing Executive shall generate content for the website and publications, including blogs, thought leadership pieces, videos and white papers
- Work with our in house strategy team, developers and UX designers to translate technical concepts into engaging content
- The Senior Marketing Executive shall co-ordinate and write client case studies
- Creation and distribution of email campaigns
- Attend clients key events throughout the year to provide live social media coverage ie
- Support the propositions team to deliver key projects across a range of marketing disciplines, with a particular focus on our hero global propositions across a range of areas - community
- Take ownership and execute the global customer engagement and retention strategy
- Understand the audience - competition, market size (segmentation) and opportunity
- Monitor and report on performance and engagement, using campaign results to evaluate ROI, optimise campaigns and formulate future plans
- Work with the UK and US commercial Product Managers and Customer Success teams to deliver the customer strategy

- Proactive, self-motivated individual who can multi-task without losing focus on priorities
- Accurately plan and manage budget and ensure expenditure aligned to monthly LE
- Charge out of Gift & Samples, update G & S chart and costs
- Minimum 2-3 years of proven marketing experience
- Work closely with each store manager to ensure footfall objectives are agreed on a store by store basis
- Work with local businesses and organisations to promote individual stores and enhance footfall