Content Marketing Template | [Orbit Media Studios](http://orbitmedia.com/)

**Instructions**

This is the marketing job description template. You’ll need to make a copy of this document for your own use. (File > Make a Copy)

## DIRECTOR OF MARKETING

Demonstrate leadership and expertise in marketing. Be savvy in various forms of online and offline demand generation. Charged with leading a wide range of community experiences and becoming the brand voice.

* Ownership of all marketing functions and resources
* Set marketing strategic and tactical direction in collaboration with senior management and sales leadership
* Govern all marketing project, activation, and go-to-market plans
* Routinely provide management with detailed reporting which includes - but not limited to - customer behaviors and sentiment, market/competitive conditions, industry/economic trends, product performance and campaign performance *(ROI)*
* Manage marketing-related budget items
* Manage the onboarding and development of marketing staff
* Oversee the creative/branding process, ensuring all benchmarks are met and systems enforced
* Maintain library of marketing collateral, ensuring content is authentic and with certification or royalty-free
* Manage and support all partner and vendor relations associated with the organization
* Collaborate, when necessary, with industry leaders to achieve 'best practices' and strategic alignment
* Stay current on digital and strategic marketing trends and adjust strategies accordingly

*Qualifications:*

* A minimum of 10 years of work experience in marketing and communications, with a focus on building and executing industry-specific marketing programs
* Strong creative skills and proven track record of design oversight and maintaining brand standards.
* Experience with architecting and designing campaigns
* Proficiency in content management systems and content governance process.
* Experience managing online advertising campaigns
* Experience developing integrated demand generation strategies and executing campaigns with a proven record of supporting sales to meet and exceed pipeline and revenue targets.
* Experience A/B Testing, Analytics and marketing automation
* Excellent communicator with proven ability to clearly convey complex ideas and data in written, presentation and spoken formats to a variety of audiences including executive management.
* Detail-oriented team player with cross-functional project leadership and strong team management skills.
* Proficient with creative software, such as PhotoShop, Illustrator, PowerPoint, etc.
* Ability to use data for decision-making in combination with intuition, common sense and judgment
* Ability to work independently, take direction from others, solve problems with limited supervision, prioritize tasks, and meet deadlines
* A collaborative work style, innovative thinking, strong work ethic
* BA / BS / MBA in Marketing, Journalism, Communications or related discipline required