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# What is the job description of a marketing officer

As a key member of the senior leadership team, the Chief Marketing Officer will drive the development and execution of a comprehensive marketing philosophy, business strategy and direction of the organization. The position oversees the organization's branding, digital & traditional marketing, event planning, public relations and community outreach programs. Chief Marketing Officer Duties & Responsibilities 1 Download all 10 Chief Marketing Officer Job Descriptions Lead the Marketing, Public Relations and Event Planning Departments in the development and execution of marketing initiatives, communications, events, and campaigns that elevate the Company brand Develop a comprehensive marketing strategy and execute a sophisticated marketing plan, while effectively managing brand and reputational risk, to ensure the internal and external brand is optimally aligned with the organization's strategic objectives Create internal synergies to expand brand exposure and leverage relationships with internal and external business partners Conduct thorough analysis on marketing ROI and successfully develop cost effective solutions Develop and implement the organization's multi-channel, multi-segment marketing campaign based on industry-leading insight Expand, develop, and maintain media relationships to create a positive external and internal image associated with brand recognition Ensure the firm has a coherent and consistent branding strategy while recognizing and addressing the needs of specific business units and understanding the audiences of those business units Spearhead the creation and maintenance of the organization's digital footprint, while effectively utilizing SEO, SEM Perform other duties as required and assigned Chief Marketing Officer Requirements & Skills 1 Bachelor's Degree from accredited university required, preferably in Business, Marketing, Communications or other related field 10+ years of progressive experience in planning, managing, and executing multi-channel, multi-segment marketing campaigns Experience in planning, managing, and executing multi-channel, multi-segment marketing campaigns Experience in the financial services industry is preferred Advanced subject matter knowledge of traditional and digital marketing Experience in delivering marketing messages through video, mobile platforms and social media Excellent communication and presentation skills with the ability to communicate effectively across various departments and create best-in-class content Proven leaderships expertise with effective team building skills and conflict resolution management Highly organized and able to multi-task and manage multiple projects and competing priorities without sacrificing accuracy or efficiency Professional presence and ability to develop strong working relationships with executive management Solid research skills with the ability to stay ahead of current marketing industry trends The Chief Marketing Officer provides strategic leadership through management of the disciplines of publishing. The role oversees the staff for Customer Acquisition, Marketing, Customer Relationship, Product Management, Analytics, and Business Performance Management. The Chief Marketing Officer is accountable to the CEO and is a member of the executive team, and the business operations and strategy groups. Chief Marketing Officer Duties & Responsibilities 2 Likelihood to Recommend I've front loaded all my recruiting needs to 100 hires :) Very intuitive to use. I'm not an HR person, thus, for me it's crucial that the tool is straight-forward to use yet powerful! Additionally, I really like that publishing job at 100 hires automatically promotes it and gets you additional candidate leads Powerful Applicant Tracking System with G Suite integration Get started for FREE, upgrade as you grow Easy setup No credit card required Drive organizational strategy and design for publishing, such as the split between game franchise teams and shared publishing services Manage publishing leaders within each game Franchise and across shared publishing teams Working with the CEO's executive team, collaborate to establish vision and strategy, and ensure that all publishing senior leaders are building long-range goals, strategies, plans, and policies in alignment Recruit, mentor, manage and foster the continuous career development of best in class, cross-discipline publishing talent Ensure the delivery of market research, business intelligence, consumer insights, and reporting required to guide executive-level decision-making Develop the marketing side of our portfolio strategy, in collaboration with the CCO Identify, prioritize, and properly resource key initiatives aimed at increasing customer loyalty, satisfaction, and business revenue Identify and anticipate market trends and technological innovations to provide strategic direction for portfolio-wide acquisition, sales, and monetization strategy Chief Marketing Officer Requirements & Skills 2 As a rapidly growing tech company, we are seeking a Chief Marketing Officer (CMO) to scale our strategic marketing efforts. As Chief Marketing Officer, you will design, implement, and monitor effective marketing strategies that align with our business goals. You will strive to ensure that the activities of the marketing department directly contribute to the company's long-term success. You will oversee the company's digital footprint, community relations, demand generation activities, marketing campaigns, and special events. Chief Marketing Officer Duties & Responsibilities 3 Chief Marketing Officer Requirements & Skills 3 The Chief Marketing Officer (CMO) will lead and execute a strategic marketing and communications plan. The Chief Marketing Officer is responsible for leading the marketing and communications team to create consistent and cohesive messaging that speaks to the community at large, as well as specific target audiences. The Chief Marketing Officer will create and manage a communication strategy aligned with overall strategic plan. Chief Marketing Officer Duties & Responsibilities 4 Chief Marketing Officer Requirements & Skills 4 The Chief Marketing Officer (CMO) works with the other principals in our firm to provide the best solutions to our clients. Apply your knowledge and expertise gained from your experience as a CMO to help business owners and/or CEOs help their organizations as they need. We are looking for CMOs with an entrepreneurial spirit who want to work with a firm who treats their consultants as its #1 priority, and clients a close second. Chief Marketing Officer Duties & Responsibilities 5 Chief Marketing Officer Requirements & Skills 5 The CMO works in partnership with brand presidents as well as department heads for Direct to Consumer, Licensing, International, IT, Finance, Legal. This position, reporting to the CEO, contributes to the strategic framework and decision making for our long term corporate strategy. Chief Marketing Officer Duties & Responsibilities 6 Ensure each brand in the portfolio has an ownable positioning strategy and is communicated in a compelling and consistent manner across all channels and touchpoints. Lead the development of integrated marketing plans by brand, including strategies and tactics that increase brand awareness, relevancy, and generate demand. This also includes calendarization to connect key messages across all touchpoints with synchronized timing. Lead a customer first mindset, developing a data informed position on who current and target customers are, and implementing strategies and tactics that help us acquire and retain valuable customers. Retention strategies include ownership over our multi-brand loyalty program. Through a digital/mobile first lens, connect with end consumers and communicate what our brands stand for, with our products featured in an impactful manner. Create compelling product marketing that helps consumers understand key features and benefits and motivate purchase (packaging, hang tags, signage, fixturing, content, imagery, video, etc.) Liase with sales teams to provide marketing tools that help drive sell -in as well as sell through. Chief Marketing Officer Requirements & Skills 6 Experience managing brand strategies with significant experience connecting those strategies to business results. Proven experience leading marketing with a commercially-oriented mindset. Demonstrated experience managing Brand Strategy, Media, Digital/Ecommerce, Social Media, Creative development, Customer Acquisition and Retention, Strong communication skills both written and verbal. Able to understand and synthesize complicated scenarios and output easy to understand, effective strategies. Great storytelling is a must - both for our brands as well as our internal communications. Persuasive, collaborative - able to work across multiple stakeholders and influence drive brand-right implementation. Great at building and maintaining relationships, fostering an environment of mutual respect, understanding, and trust. Nimble and Fast - able to balance priorities and move quickly in a rapidly changing environment with tight deadlines. Entrepreneurial spirit - willingness to challenge the status quo in our highly disrupted business environment and move quickly to test and learn new strategies and tactics. This also relates to a level of resourcefulness and proven ability to do a lot with a little. BA (MBA is a plus). 15+ years in Marketing with min of 5 years at a senior level (managing large teams, complex brand/distribution environments). Experience managing brand strategy, media, creative, customer acquisition & retention, digital/e-commerce marketing. The Chief Marketing Officer will lead, develop, and manage the overall marketing vision and strategies for company, and drive results - measured through increased brand awareness, customer acquisition and monetization. Chief Marketing Officer Duties & Responsibilities 7 Chief Marketing Officer Requirements & Skills 7 Bachelor's degree required with a strong preference in marketing, advertising, communications, or business; 10+ years experience at a senior level executing digital marketing strategies and overseeing customer acquisition campaigns from development / execution / campaign analysis, ideally in the music and/or entertainment industries; Results-oriented with an exceptional track record of developing profitable engagement marketing programs; Lead and mentor a high-performing, highly collaborative marketing team, including external vendors; Experience in driving audience to live online events a plus; Strong creative instincts; Developed understanding of current online marketing concepts, strategy and best practices such as segmentation, funnels, targeting, CAC, etc. We are seeking a Chief Marketing Officer (CMO) who can grow and scale a world-class marketing organization and be part of the executive leadership team to take our company to its next level of growth. The ideal candidate will be strategic with strong operational capabilities, results and outcome-oriented, a creative problem solver, highly collaborative, and be able to drive cultural transformation within the business. The Chief Marketing Officer will develop and launch scalable global processes that drive customer acquisition and retention, articulate a compelling story on the importance of digital accessibility solutions and further elevate brand in an increasingly compliance-focused market. Chief Marketing Officer Duties & Responsibilities 8 In support of the overall company strategy, develop the marketing strategy, the roadmap and plan for its execution, and own the execution of the plan Lead and empower a high-performing, collaborative team of marketers across brand, performance, communications and PR, content, product marketing, and lead generation. Drive vision and oversee efforts across these functions. Partnering with Sales and Finance, develop and maintain robust pipeline for the business to meet business revenue and growth objectives; put in place the necessary automation, telemetry and reporting to support this effort Lead the overall planning, development and alignment of brand across our suite of products to increase salience for our customers, partners, prospects, and the press Own messaging in partnership with Product and Sales to stay ahead of market trends, create a constant feedback loop with our customer's needs, and establish differentiated market positioning Collaborate with business leadership to set KPI's and manage against those KPI's; establish OKR's for the marketing teams, aligned across other key areas of the business including sales, product and finance Deploy and optimize a cutting-edge marketing automation stack to ensure scalable and cost-effective marketing operations processes with demonstrable ROI Create and maintain an active network of marketing partnerships to enable marketing execution Cultivate and advance the level of talent in the organization, and organize the marketing team for successful execution Oversee internal communications to ensure all employees are updated on key company messages and clearly understand the brand's vision and values Manage the marketing budget, including suggested allocation of spend to achieve company targets Chief Marketing Officer Requirements & Skills 8 The Chief Marketing Officer is responsible for developing and promoting company's corporate umbrella of marketing. The Chief Marketing Officer will develop and establish brand standards and guidelines for all marketing and branding initiatives and will lead internal and external corporate initiatives affecting employees, customers, business partners, shareholders, board members, regulators, etc. Chief Marketing Officer Duties & Responsibilities 9 Chief Marketing Officer Requirements & Skills 9 We are looking for a Chief Marketing Officer to lead our marketing team. Chief Marketing Officer Duties & Responsibilities 10 Chief Marketing Officer Requirements & Skills 10 The only way people become aware of a product, service, or idea is if it's marketed well. A marketing manager builds that awareness by developing and executing on marketing strategies to meet consumer need — and maximize profits. Working in industries as varied as advertising, hospitality, healthcare, finance, technology, retail, and education, marketing managers are integral to a company's success. They manage internal teams, craft (or oversee) promotional messaging and products, and work to publish or distribute them to the public via media, advertising, and social media. Depending on the size of the company, they may be one of many marketing managers, specializing in a group of products or services, or a specific area of execution.







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