

STANDARD MARKETING JOB DESCRIPTIONS

For Building your In-house Team



CHIEF MARKETING OFFICER

As a Chief Marketing Officer, you will serve as a representative on the executive team and strategically align the company's marketing program with the company's overall business plan and revenue goals, acting as a conduit up and down stream to keep continued focus on identified objectives. You will be responsible for development of marketing initiatives and strategies in accordance with modern day marketing best practices such as Account Based Marketing to drive demand generation goals. By developing and controlling the firmwide marketing activities, you will advance the brand, promote firm differentiators, develop content that feeds the lead generation funnel, and identify and embed related company-wide best practices. In this role, you will also keep a pulse on the market through research, industry involvement, benchmarking, and other related activities to ensure the firm is positioned for continued growth. As supervisor, you will oversee and mentor marketing related staff and allocate and control the marketing budgets firmwide. In larger pursuits, you will be consulted in go/no go decisions and responsible for developing winning strategies that support business acquisition and firmwide goals.

Skills

- Visionary
- Demonstrated ability to lead and inspire a team
- Professional demeanor, outstanding communication and interpersonal skills
- Leader of innovation and transformation
- Deep understanding of brand strategy, planning, positioning and messaging
- Highly analytical
- Experienced in multi-channel marketing
- Skillful in digital marketing practices, SEO, pay-per-click marketing
- Expert at content and campaign strategy and execution
- Expert in account based marketing practices

Education

- Master's degree preferred
- 15+ years of sales and marketing/demand generation leadership
- Leadership participation in industry and/or community organizations

Accountability

- Revenue growth according to business plans
- Overhead performance at agreed upon efficiency (% of marketing overhead to revenue dollars)
- Win rates above industry averages
- Implementation of innovative strategies (may not always have positive results but important to remain creative)
- Low turnover rate of marketing team members
- Generation of qualified leads

MARKETING DIRECTOR

As Marketing Director, you will develop and implement marketing plans and initiatives in alignment with the modern marketing best practices, corporate brand, business objectives, and revenue goals, and oversee firmwide marketing activities. You will also be responsible for establishing marketing policies and procedures that enhance the efficiency of the marketing program and improve overall performance results. In this role, you will use Account Based Marketing practices to drive qualified leads, consistently developing and measuring the effectiveness of outbound marketing campaigns. Directly responsible for overseeing the marketing staff, you will ensure they have the tools and training to meet the desired needs of the department, acting as a mentor and providing council to continue their career growth. As the marketing leader, you will be responsible for research, benchmarking and industry involvement to ensure the firm remains competitive and embeds best practices in accordance with the industry. As supervisor, you will oversee the marketing budgets and manage the vendor relationships and sign-off on departmental purchase. Many times, you will be engaged to provide strategy or technical writing for strategic pursuits or to plan and schedule marketing activities for the department, including social media and content strategy, and sponsorship, tradeshow and conference activities, ensuring the best return on investment throughout the business.

Skills

- Deep understanding of brand strategy, planning, positioning and messaging
- Strong copywriting skills
- Understanding of account based marketing practices and lead generation
- Grasp of digital strategy, including website, SEO, social media, and pay-per-click marketing
- Gifted at content and campaign strategy and execution
- Experience running marketing teams
- Professional and proactive work ethic
- Excellent written, oral and communication skills
- Organization and effective time management skills and ability to multi-task
- Competency in Microsoft applications and Adobe Creative Suite
- Adept at pitch development

Education

- Bachelor's degree in business, marketing or communications or related field
- 5-8 years of B2B or industry experience
- Demonstrated involvement in industry and community organizations

Accountability

- Revenue growth according to business plans
- Overhead performance at agreed upon efficiency (% of marketing overhead to revenue dollars)
- Win rates above industry averages
- Low turnover rate of marketing team members
- Generation of qualified leads

MARKETING MANAGER

As the firm's Marketing Manager, you will manage the day-to-day activities of direct reports, ensuring timely completion of assignments and providing input and direction to staff to maintain momentum within the department. Working in conjunction with departmental superiors, you will have a role in establishing processes and procedures to maximize efficiencies and improve productivity. Many times, you will be called upon to manage pursuit activities, create marketing collateral, lead strategic pursuits, develop targeted marketing campaigns, manage special events, and establish marketing programs in support of strategic initiatives and in alignment with modern marketing best practices such as Account Based Marketing and demand generation/qualified lead generation activities. In this role, you will assist with the development of a departmental budget, give input to the marketing plan, manage the input of information into CRM or marketing systems, and handle all technical training of staff. This role is primarily to function as production leader and oversight, ensuring timely delivery of materials in alignment with corporate brand identity and marketing plans.

Skills

- Organization and effective time management skills and ability to multi-task
- Thorough knowledge of pursuit activities
- Understanding of databases and systems
- Knowledge of digital strategy, including website, social media
- Experience in content and campaign strategy and execution
- Experience with pitch development
- Professional and proactive work ethic
- Self-starter with ability to work in a team environment
- Excellent written, oral and communication skills
- Proficient in Microsoft applications and Adobe Creative Suite

Education

- Bachelor's degree in business, marketing or communications or related field
- 4-7 years of B2B or industry experience

Accountability

- Win rates above industry averages
- Consistently meets or exceeds deadlines
- Improvement in processes and departmental efficiency

PROPOSAL MANAGER

As the Proposal Manager, you will be responsible for all pursuit-related activities such as qualifications, proposals and presentations. Here, you will establish processes and procedures in direct support of the proposal process including creating and embedding the use of templates, managing boilerplate files, creating new pursuit related content, improving the efficiencies through the use of database systems and processes of data capture. In this role, your primary function is to ensure the timely completion of all pursuit related activities in support of business development. You will likely have a role in the go/no go process, determining the availability of resources and outlining schedules for all pursuits that fall within your defined area of supervision. Many times, you are leading the creation of pursuits and working in coordination with identified leaders to address differentiators, develop competitive analysis and creating win strategies to better the firms changes of project award. In some cases, you may be asked to contribute to activities or campaigns leading up to the pursuit such as targeted marketing campaigns or public relations campaigns. As a department mentor, you will be asked to perform technical training of staff in relation to pursuits, setting the department up for success.

Skills

- Organization and effective time management skills and ability to multi-task
- Expert in pursuit-related activities: qualifications, proposal, presentation
- Grasp of technical skills required for database management
- Professional and proactive work ethic
- Self-starter with ability to work in a team environment
- Excellent written, oral and communication skills
- Demonstrated graphic design capabilities
- Persistent
- Proficient in Microsoft applications and Adobe Creative Suite

Education

- Bachelor's degree in business, marketing or communications or related field
- 3-5 years of industry related experience

Accountability

- Win rates above industry averages
- Consistently meets or exceeds deadlines
- Improvement in processes and departmental efficiency

MARKETING COORDINATOR

In the Marketing Coordinator role, you will act as a generalist for all things marketing within the firm. Whether pursuit related activities, digital and online assets or marketing collateral needs, you will serve to coordinate, design, write copy and produce all marketing related materials for an integrated, multi-channel marketing program. Some typical activities include managing the production of qualifications, brochures, proposals, and presentations. You will also be responsible for executing eblast, social media campaigns, website updates, final photography shoots, and other similar activities in accordance with the marketing plans and pursuit activities. Many times, you will be responsible for obtaining data, stories, and other information related to clients, projects, and personnel and ensure its timely entry into company CRM or database systems for appropriate use. You may even be asked to assist with market research and coordination of special events or activities.

Skills

- Organization and effective time management skills and ability to multi-task
- Self-starter with ability to work in a team environment
- Basic writing skills
- Eye for graphics
- Social media strategy
- Detail-oriented
- Proficient in Microsoft applications and Adobe Creative Suite

Education

- Bachelor's degree in business, marketing or communications or related field
- 1-3 years of B2B or industry related experience

Accountability

- Win rates above industry averages
- Consistently meets or exceeds deadlines

MARKETING ASSISTANT

As Marketing Assistant, you will serve at an entry-level to the department, performing typical administrative functions such as managing digital files, binding, maintaining updates to information, organizing photography libraries, and assisting with digital platform updates to social media and websites. In this role, you will support the overall marketing function and assist the marketing staff in the production of marketing collateral, qualifications, proposals and presentation, serving to help on any marketing-related tasks as directed by supervisors.

Skills

- Organization and effective time management skills
- Self-starter with ability to work in a team environment
- Basic knowledge of Microsoft applications

Education

- May hold an Associate's or Bachelor's degree