

Marketing Director Job Responsibilities:

Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; monitoring the competition.

Marketing Director Job Duties:

- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
- Obtains market share by developing marketing plans and programs for each product; directing promotional support.
- Maintains relations with customers by organizing and developing specific customer- relations programs; determining company presence at conventions, annual meetings, trade associations, and seminars.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Influences present and future products by determining and evaluating current and future market trends.
- Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources.
- Maintains research database by identifying and assembling marketing information.
- Provides marketing information by answering questions and requests.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Completes marketing department operational requirements by scheduling and assigning employees; following up on work results.
- Maintains marketing staff by recruiting, selecting, orienting, and training employees.
- Maintains marketing staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

Marketing Director Skills and Qualifications:

Client Relationships, Coaching, Managing Processes, Self-Motivated, Marketing Plan, Subordinate Involvement, Customer Focus, Marketing Research, Statistical Analysis, Developing Budgets, Financial Planning and Strategy

The above highlights what we would like to have in our Marketing Director. We will however, adjust our expectations for the right candidate.

Please contact MokiHost if you feel you are right for this position. www.mokihost.com