

# Marketing Executive Job Description

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## **Duties and Responsibilities:**

- Carry out analysis to determine the demand, price, and competition for products
- Interact with clients to identify most suitable strategy to employ in meeting their marketing needs
- Contact customers to discuss available product/services and how such products can meet their requirements
- Identify advertising opportunities in media channels and subscribe to their advert spaces
- Collaborate with the design and creative department of a company to produce captivating promotional materials
- Oversee the distribution of marketing and advert materials ensuring it gets to the desired target market
- Proofread and edit content for marketing and advertising write-ups
- Liaise with marketing managers and advertising heads to develop and implement marketing plans and strategies
- Oversee the preparation and management of company budget for marketing campaign
- Evaluate marketing campaigns to ensure concepts align with company standards and meet the requirements of clients
- Supervise and participate in product exhibitions, seminars, and sales events
- Produce report of marketing operation and utilized campaign expenditure
- Maintain contact with clients to establish good customer relationship that fosters sales and increased clientele
- Oversee the activities of marketing teams and managers to ensure operational efficiency and achievement of set goals
- Utilize social media platforms such as Twitter and Facebook to promote products/services.

## **Marketing Executive Requirements – Skills, Knowledge, and Abilities**

- **Education and Training:** To become a marketing executive, you require a Bachelor's degree in marketing, business, statistics or a related discipline. Having a Master's degree or higher can provide a professional edge in securing the marketing executive job. Certifications from recognized professional bodies, such as the Chartered Institute of Marketing also increase job prospects. Employers usually offer graduate training programs to new employees to bring them up to speed on work operations
- **Planning/Organizational Skills:** Marketing executives are able to plan the activities of a marketing campaign
- **Communication Skill:** Marketing executives are adept to fluently interacting with clients to promote products/services
- **Creative Quality:** Marketing executives are well-versed in creating and overseeing the design/production of marketing concepts.