

Marketing Team Leader Job Description

Duties and Responsibilities:

- Participates/leads in marketing events, such as tradeshow and tabletop shows as needed
- Conducts online research and leads prospecting as needed
- Plans and drives all product promotions strategy of the company
- Develops and grows a team that fosters innovation and creativity
- Works collaboratively across departments to ensure the implementation of integrated strategies
- Educates staff members on strategies for building their personal brand
- Provides leadership for the team to come up with new marketing strategies (digital or offline) that are aligned with the business goals
- Monitors and reports goals and insights to clients through email, phone calls, and face-to face meetings
- Interacts daily with clients following the organization's customer service standards
- Works closely with product teams to help drive the near and long term product roadmap
- Creates product positioning and messaging for online and digital marketing products, services, and solutions where applicable
- Builds the strategy and drives the execution of product launches and partnerships, including pricing, packaging, and positioning
- Assists in training and supporting sales team and channel partners to articulate product positioning and the advantages
- Partners with the organization's corporate marketing team to launch content campaigns designed to drive and measure leads and increase brand awareness
- Supports the Corporate Marketing and PR teams with marketing content to improve brand positioning

- Provides support in the execution of effective lead generation programs via new businesses and customer-focused field-marketing events, trade shows, PR, webcasts, and online advertising
- Helping to turn key customers into references by establishing and developing relationships with them.

Marketing Team Leader Requirements – Skills, Knowledge, and Abilities

- Education: To work as a marketing team lead, one must possess a Bachelor's Degree. The area of specialization/background preferred is determined by the industry the organization belongs. However, having a degree in Business Management or Marketing is usually considered, and an MBA/Masters is a plus
- Possess program/project management skills
- Presentation skills: Possess the confidence to give presentation to audiences of any size
- Communication skills: Excellent English writing, editing, and speaking skills; Ability to effectively communicate to stakeholders at all levels of the organization – from the end user (technical buyer) to the decision maker (economic buyer); A compelling storyteller with a strategic and analytical mind that can engage and educate customers and prospects
- Analytical skills: Strong analytical skills with ability to look at the broader perspective
- Teamwork abilities: Experience working in a highly collaborative environment where teamwork and self-motivation were critical for success. Experience leading a small marketing team is required
- Computer skills: High proficiency with PowerPoint, Excel
- Technical skills: Ability to quickly learn new technologies as well as plan and execute on deliverables with minimal supervision may be required
- Organizational skills: Ability to prioritize projects effectively, juggling multiple projects with tight deadlines. You approach your work in an organized manner
- Digital marketing skills: a deep understanding of digital marketing is essential as the online marketing world is moving fast. It is important to

keep up with the tech industry/trends and be open to sharing your insights

- Interpersonal skills: The job of a marketing team leader requires strong interpersonal relationship skills for establishing, building, and maintaining relationship with multiple stakeholders
- Leadership skills: This is essential for them to have leadership mentality when approaching client and for internal situations
- Knowledge: Strong background in B2B collaboration across multiple business units, divisions or products may be required.
- Broad knowledge of marketing campaign management including digital, collateral, reporting and analytics
- Marketing experience, including email campaigns and advertising (such as Google AdWords)
- Working knowledge of social media required (e.g. Facebook, LinkedIn, Twitter, and Instagram)
- Strong understanding of CRM's practices may be required, especially Salesforce
- Deep understanding of the digital marketing and/or ad tech industry, with previous experience serving as a subject matter expert in cross-channel advertising within an enterprise organization
- Experience managing events, including trade shows, webcasts, and conferences is a plus.