

# Marketing Team Leader Job Description

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- 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.