**CHIEF MARKETING OFFICER JOB DESCRIPTION**

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| **EMPLOYER INFORMATION** |

**Name**: Shade Sunglasses Co.

**Address**: 432 Rose St., Dallas, TX 75000

**Phone**: (555) 555-5555

**E-Mail**: staff@intheshade.com

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| **EMPLOYMENT ELIGIBILITY** |

**Job Title**: Chief Marketing Officer

**Reports to**: Sarah Greene, Chairwoman of the Board

**Job Location**: Dallas Headquarters

**Start Date**: [DATE]

**Job Type**:  Full-time  Part-time  Independent Contractor  Intern

**# of Hours**: 40+ Hours per week

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| **JOB DESCRIPTION** |

Growing apparel-and-accessories firm seeks a Chief Marketing Officer. This employee will manage advertising campaigns and branding for all of our lines. Will oversee an in-house creative team and also work with outside agencies, and report to bd. of directors.

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| **RESPONSIBILITIES AND DUTIES** |

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| * Establish marketing objectives | * Build media stakeholder contacts |
| * Plan advertising campaigns | * Monitor budget and metrics |
| * Identify relevant market trends | * Maintain brand awareness |
| * Coordinate with firm divisions | * Create policy reports and updates |

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| **QUALIFICATIONS / REQUIREMENTS** |

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| * Degree in comms or business | * Creativity and motivational skills |
| * Certification in analytics, SEO tools | * Understanding of media market |
| * Knowledge of market research | * Extensive advertising experience |