

CHIEF MARKETING OFFICER JOB DESCRIPTION

EMPLOYER INFORMATION

Name: Shade Sunglasses Co.

Address: 432 Rose St., Dallas, TX 75000

Phone: (555) 555-5555

E-Mail: staff@intheshade.com

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

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.

RESPONSIBILITIES AND DUTIES

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

QUALIFICATIONS / REQUIREMENTS

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