



# Marketing & PR

15 job description templates  
for marketing and PR roles

# Marketing and PR Roles

## Job description templates

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## SEO Consultant

### Job description

We are seeking a savvy Search Engine Optimization (SEO) Consultant. You will advise our existing team of web developers and marketing professionals on the nuances of getting search engine optimization right.

- Train web developers about SEO techniques.
- Facilitate brainstorming exercises with an interdisciplinary team.
- Collaborate with marketing professionals to develop keyword lists.
- Train stakeholders about how to read dashboard feedback and metrics.
- Review existing web content, landing pages, and metrics to make actionable recommendations.
- Work with sales team to monitor conversation rates.
- Develop metrics to measure the achievement of conversation goals.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Superb training and development skills.
- Experience with web-design, front and/or back-end development.
- [X] year(s) experience in search engine optimization.
- Strong analytical thinking and communication skills.
- Excellent verbal and written communication in [X] language.
- [X] degree in relevant fields.

## SEO Developer

### Job description

We are looking for a premier SEO (Search Engine Optimization) Developer. You have a passion for marketing, metrics, and analytics.

- Collect and analyze data to identify trends in the web space.
- Improve SEO positions for target keywords by making changes to the web codes.
- Track and analyze website analytics to assess the performance of current SEO strategies.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Perform ongoing keyword expansion and optimization.
- Implement SEO recommendations.
- Analyze advertising links for similar organizations in the industry.
- Optimize landing pages for search engine marketing (SEM).

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- A proven track record of successful SEO strategies implementation.
- Strong understanding of online customer acquisition.
- In-depth knowledge of bid management tools and website analytics tools.
- Excellent problem solving skills and analytic thinking.
- Excellent verbal and written communication in [X] language.
- [X] degree in Computer Science or relevant fields.

## SEO Manager

### Job description

We are looking for a creative SEO (Search Engine Optimization) Manager. You will lead our web marketing and analytics activities with content strategy, link building, and keyword strategy.

- Develop a strategy for the improvement of organic search ranking and the maximization of ROI.
- Prioritize keywords to attract target audience.
- Monitor and analyze SEO statistics such as redirects, click rate, bounce rate, and others.
- Build systems and best practices to ensure that all content is optimal for SEO.
- Manage relationships with web developers and marketing teams to properly implement SEO best practices in coding and campaigns.
- Communicate the performance of process improvements to the Management team.
- Provide feedback regarding any broken links or other problems through the appropriate channels.
- Watch popular SEO publications and blogs to stay updated on the latest innovations, tools, and techniques.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Experience in web statistics, marketing, and business development.
- Experience with A/B testing and other testing metrics.
- Adequate knowledge of HTML, CSS, JavaScript.
- Ability to analyze data and provide evidence-based recommendations.
- [X] year(s) experience in SEO.
- In-depth knowledge of current SEO tools and practices.
- Excellent verbal and written communication in [X] language.
- [X] degree in relevant quantitative fields.

## Web Analyst

### Job description

We are looking for a technical savvy Web Analyst. You will plan and track our marketing campaigns and become the integral leadership that our interdisciplinary team can rely upon.

- Implement web/mobile campaign and channel tracking.
- Inform marketing department based on analysis from campaigns.
- Develop and design flexible and navigable reports for the Management team.
- Monitor performance trends with channel managers.
- Discuss the customer experience and behavior with the marketing team in order to launch new campaigns.
- Collaborate with sales and marketing teams throughout the full life cycle of the campaign.
- Delegate and oversee the responsibility of user acceptance testing.
- Work with technical team to establish best practices for testing software.
- Measure the results from specific actions/changes in techniques.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Strong quantitative analytical skills.
- [X] year(s) experience in web analysis, online commerce, or related quantitative fields.
- In-depth knowledge of web analytics methods and Business Intelligence tools.
- Ability to collaborate with technical and non-technical teams.
- Ability to work with client-facing projects.
- Excellent verbal and written communication in [X] language.
- [X] degree in Business Administration or relevant fields.

## Traffic Acquisition Manager

### Job description

We are seeking a pro-active Traffic Acquisition Manager. You will raise the bar for our online exposure through paid and organic search channels alike.

- Push business decisions to support the growth metrics.
- Monitor a diverse set of campaigns simultaneously for maximum engagement and exposure.
- Analyze keywords, web traffic, and market trends to make data based decisions.
- Collaborate with the growth team to manage user conversion and engagement with the goal of increasing traffic from various channels.
- Increase organic traffic by identifying effective copy and long-tail keywords.
- Apply best Search Engine Optimization (SEO) practices and techniques.
- Produce reports on marketing campaigns and traffic growth periodically.
- Outreach to potential websites to promote content and build backlinks.
- Build an extensive network with bloggers, journalists, industry influencers.
- Keep updated with the latest best practices in the online marketing industry.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Experience with SEO, SEM, PPC, email marketing, and Social Media platforms.
- [X] year(s) experience in digital marketing.
- An advocate for data-driven decisions.
- Strong analytical thinking.
- Experience with WordPress, HTML, and Google Analytics.
- Excellent communication and organizational skills.
- Excellent verbal and written communication in [X] language.
- [X] degree in Business Administration, Marketing, or relevant fields.

## Public Relations Manager (PR Manager)

### Job description

We are looking for a dedicated Public Relations Manager (PR Manager). You will ensure that the public communications of our company align with industry/regulatory standards and display the company in a positive light.

- Review promotional and marketing materials for the proper word usage and tone.
- Review the content in press releases and media kits.
- Ensure that the corporate image is maintained frequently.
- Oversee content communicated on the website and social media outlets.
- Design effective communication policies and media relations programs, including strategy, budget, and goals.
- Find high-quality media placements in print, broadcast, and online.
- Fulfill requests for information from the media, the public, and/or law enforcement.
- Maintain relationships with local government, politicians, and journalists.
- Hire, train, and manage subordinates on the public relations team.
- Write content for speeches, hearings, and other legally sensitive engagements.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- [X] year(s) experience working in public relations.
- A proven track record of managing successful PR campaigns.
- Strong knowledge and connections in all type of media.
- Ability to quickly review large amounts of written content.
- Ability to build and develop strong relationships.
- Ability to maintain the integrity of sensitive communications.
- Excellent verbal and written communication in [X] language.
- [X] degree in Communication, Marketing, or relevant fields.



## Market Research Analyst

### Job description

We are looking for a professional Market Research Analyst. You will provide the information that affects directly the decision making for product designs and promotions.

- Identify market trends by conducting various methods (e.g. survey, one-on-one interview, focus group)
- Perform qualitative and quantitative analyses to identify opportunities for product expansion.
- Prepare reports for non-technical clients to describe market share and areas of opportunity.
- Communicate research findings to project managers and clients.
- Develop customer demographic profiles.
- Review and give feedback for client marketing plans.
- Identify niche market opportunities for clients.
- Provide visual presentations of statistical breakdowns.
- Make recommendations for feasible methods for market penetration.
- Compile data from competitors for benchmarking.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- [X] year(s) experience in Market Research.
- Excellent presentation and interpersonal skills.
- Great command of MS Office and statistical programs/software.
- Ability to work on multiple projects simultaneously.
- Ability to analyze complex data sets.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing or relevant fields.

## Marketer

### Job description

We are searching for a professional Marketeer. You will contribute to a variety of projects from content and graphics to publishing final materials.

- Contribute to the development of the overall marketing strategy.
- Design branding materials, including logos, graphics, templates and other images.
- Use statistics and other tools to track the effectiveness of the existing marketing strategy.
- Provide feedback to marketing and management team.
- Collaborate with graphic designers, web specialists, and other technical team members to create successful marketing campaigns.
- Use social media to advertise products and solutions.
- Develop strategically placed advertisements to reach niche demographic.
- Communicate new strategies to other members of the team.
- Present findings to management team.
- Initiate new marketing tactics and techniques to include for next year's strategy.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Strong propensity for analysis and research.
- Ability to develop catchy and appealing ads and campaigns.
- [X] year(s) experience in Marketing.
- Ability to handle multiple projects simultaneously.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing or relevant fields.

## Marketing Assistant

### Job description

We are searching for a hard-working Marketing Assistant. You will support our marketing campaigns and marketing strategies' implementation.

- Help write content for marketing materials, such as brochures, email blasts, and posters.
- Review slides for PowerPoint presentations.
- Assist with market research activities.
- Gather and review marketing data from various channels (e.g. market research questionnaires, social media, web analytics)
- Work on promotional activities.
- Manage check-ins and attendees at promotional events.
- Respond to client requests for information.
- Perform analysis from questionnaires to understand customer needs.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Experience in marketing activities.
- Ability to perform self-directed tasks.
- Great propensity for persistence.
- Ability to learn new skills and multitask.
- Great command of MS Office, marketing software and tools.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing or relevant fields.

## Marketing Director

### Job description

We are looking for an enthusiastic Marketing Director. You will breathe life into our company's marketing strategies and strengthen our market position.

- Take responsibility for annual marketing plan, strategy, and team.
- Utilize a reporting system to communicate with subordinates regarding progress towards goals and new initiatives.
- Make sure that the marketing department takes advantage of existing resources within the company.
- Work closely with the sales department to align sales and marketing strategies.
- Justify marketing expenditures and advocate for necessary items to be included in the budget.
- Oversee communications to ensure that marketing messages reflect the company message and do not contain offensive content.
- Work with vendors for large partnerships and contracts.
- Analyze niche markets and new ideas that will increase profitability.
- Think of ways that marketing can contribute to the vision of the organization.
- Develop relationships with clients, government officials and stakeholders.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- [X] year(s) experience working as a Marketing Director or relevant roles.
- Excellent leadership and communication skills.
- Solid knowledge of market research and analytic tools.
- Ability to foresee new trends in the marketplace.
- Ability to implement raw concepts from the inception stage to completion.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing, Communication, or relevant fields.

## Marketing Executive

### Job description

We are looking for an experienced Marketing Executive. You will manage marketing strategies, campaigns and all activities that get our brand and reputation out there.

- Develop and improve upon existing marketing strategies considering marketing budgets and expenses.
- Consult market research to assess current trends and brand awareness.
- Handle different clients in a variety of industries.
- Network with suppliers, partner organizations, large contractors, and other professionals.
- Manage marketing materials (e.g. leaflets, cards, emails, websites).
- Maintain and update consumer databases.
- Secure opportunities for company sponsorship.
- Evaluate and approve marketing campaigns prior to launch.
- Oversee all marketing activities, take metrics, and write performance reports.
- Negotiate advertising placements for magazine, television and radio.
- Collaborate with graphic designers, copiers, and other technical specialist to develop premier campaigns.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- In-depth knowledge of interpreting and improve market research data, data analysis, and statistics.
- Strong leadership and communication skills.
- A proven track record of implementing successful marketing strategies and using marketing best practices.
- Great command of MS Office and marketing software and tools.
- [X] year(s) experience working as a Marketing Executive or equivalents.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing, Business Administration, or relevant fields.

## Marketing Manager

### Job description

We are looking for a creative Marketing Manager. You will take our inbound sales growth to the next level.

- Develop strategies to expand and strengthen the customer base.
- Examine correlations between prospecting activities, revenue, and budget.
- Optimize activities that will reach out to niche markets.
- Create segmented campaigns that reach out to a specific audience.
- Oversee email marketing campaigns during development, launch, and closure.
- Make enhancements to the quality of existing messages, communications and images.
- Test and evaluate current and potential organic and paid acquisition channels.
- Collaborate with marketing team to create great content that attract traffic and generate leads.
- Work with the team to use metrics for the tracking of lead generation.
- Use metrics from successful campaigns to justify budget increases.
- Use metrics from unsuccessful campaigns to re-direct resources.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- [X] year(s) experience in Marketing or related fields.
- A proven track record of leading successful marketing campaigns from start to finish.
- Flexible, open-minded.
- In-depth knowledge of analytic tools (e.g. Google Analytics, WebTrends) and interpreting metrics.
- Good aesthetic sense and ability to focus on what works.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing or relevant fields.

## Copywriter

### Job description

We are seeking a creative Copywriter to breathe life into our message. You have an eye for business and a unique word-style.

- Use a variety of writing styles that are appropriate for each project.
- Create storyboards to present to the Management team and other writers.
- Execute projects so that they can be completed within the budget.
- Update content on web and social media outlets.
- Collaborate with creative directors, freelance writers, editors, and publishers.
- Work with graphic designers to create a coherent narrative between texts and images.
- Review and edit content from staff writers and/or input content from other departments.
- Keep track of the works of new and established competitors and update the content strategy accordingly.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- Remarkable reading and writing ability in [X] language.
- Keen eye for proofreading written materials.
- Ability to adhere to deadlines and business requirements.
- Creative and flexible spirit.
- [X] year(s) experience working as a copywriter or other relevant roles.
- [X] degree in Literature, Journalism, Marketing, or equivalents.

## Brand Manager

### Job description

We are looking for an enthusiastic and visionary Brand Manager. You are passionate about delivering a coherent and total brand experience to consumers.

- Analyze consumer insights to plan effective marketing campaigns, brand positioning, go-to-market strategies.
- Design and implement strategies to expand the brand's exposure and market share.
- Manage the distribution for existing and new brand categories.
- Approve seasonal design concepts, products, and color stories.
- Contribute to monthly/annual plan to assess how new brand concepts and strategies perform (ROI, KPIs) and how they fit into the long term vision of the company.
- Communicate with partners, distribution agents, vendors, and other personnel to ensure brand coherency.
- Analyze market trends for potential and existing categories.
- Monitor/Review quarterly royalty statements to ensure accuracy.
- Foster internal partnerships to expedite the development of new products/ideas.
- Hire, train, and mentor subordinates.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- A proven track record of managing brands or other relevant roles.
- Outstanding leadership, communication, and analytical skills.
- Creative thinking, good understanding of the market and its latest trends.
- Ability to cultivate new concepts/ideas to fruition.
- Understanding of retail selling in the private sector.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing or equivalent.



## Chief Marketing Officer (CMO)

### Job description

We are searching for a dynamic and explosive Chief Marketing Officer (CMO). You will develop new marketing initiatives and inspire the team to exceed the established benchmarks.

- Take responsibility for the achievement of marketing goals.
- Contribute to the overall growth of the bottom line.
- Produce engaging content both online and offline that converts target customers.
- Manage the budget for the marketing department.
- Develop and present the annual marketing strategy.
- Use data systems and reports to make evidence-based decisions.
- Analyze the effect of the overall company strategies on marketing initiatives to align goals and visions.
- Lead and execute successful marketing campaigns.
- Explore different acquisition channels, from pay per click campaigns to event management.

### Job benefits:

- [X] salary
- [X] vacation days
- Sick, personal, and parental leave
- Child and elder care
- Health insurance
- Retirement plans
- Professional development

### Job requirements

- [X] year(s) experience in marketing, deploying marketing campaigns that engage target audiences.
- Ability to lead inter-disciplinary teams.
- Strong knowledge of website analytics tools like Google Analytics, Google Adwords, WebTrends.
- Ability to handle big data, track metrics, and process figures.
- A good sense of aesthetics as well as copy communication.
- A proven track record of handling a variety of management tasks.
- Excellent verbal and written communication in [X] language.
- [X] degree in Marketing, Management, or equivalent.



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