



## *A & E Real Capital Investments*

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# Marketing Director

22<sup>nd</sup> January 2019

## **JOB OVERVIEW**

**Department: Marketing**

**Location: San Diego, CA**

**Reports To: Alejandro Muñoz and Elmer Rodriguez**

## **GENERAL JOB DESCRIPTION**

As the marketing director, you will develop a marketing strategy by studying economic indicators. These indicators include tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.

## **DUTIES & RESPONSIBILITIES**

One of the most important duties and responsibilities will be to manage the marketing team. Other duties and responsibilities include working with the new business development team and sales teams on brand initiatives. You will have to influence present and future products by determining and evaluating current and future market trends.

## **QUALIFICATIONS**

- ❖ A director of marketing must be a pro at communication — whether it's for pitching a new business idea or speaking to other departments.

- ❖ You must be self-motivated.
- ❖ Marketing directors must have at least five to 10 years of applicable experience.
- ❖ You must know your own weaknesses and be able to work around these shortcomings through delegation, collaboration, and excellent resource utilization.
- ❖ Must be proficient in all areas of Microsoft applications.



