VICE PRESIDENT OF MARKETING

Job Ref. No: #JDMPR1612

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Vice President Of Marketing
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for **Vice President of Marketing**. Based in Mexico, this job may require you to lead and oversee the strategic direction of the marketing department. You will be responsible for developing and implementing innovative marketing strategies that align with Moris Media's goals and objectives. As the Vice President of Marketing, you will manage a diverse team of marketing professionals, fostering a collaborative and high-performance work environment.

Your role will involve coordinating with various departments to ensure the seamless execution of marketing campaigns and initiatives. You will analyze market trends and consumer behavior to identify opportunities for growth and improvement, utilizing data-driven insights to inform your decisions. A key aspect of your responsibilities will be to enhance brand visibility and credibility, driving engagement and loyalty among our target audience.

In this position, you will also oversee the budgeting and allocation of resources for the marketing department, ensuring that all efforts are cost-effective and yield the highest return on investment. You will be expected to maintain strong relationships with key stakeholders, including clients, partners, and industry influencers, to promote Moris Media's services and solutions.

A crucial part of your role will be to stay abreast of the latest developments in digital marketing, leveraging new technologies and platforms to optimize our marketing efforts. You will be instrumental in guiding the company's creative communication strategies, ensuring that all messaging is consistent, compelling, and aligned with our brand identity. Through your leadership, you will drive the overall success of Moris Media's marketing initiatives, contributing to the growth and success of the company.

Primary Responsibilities

Moris Media is Currently Hiring for Vice President of Marketing

Moris Media, a leading name in media and entertainment, seeks a dynamic and results-oriented Vice President of Marketing to lead our marketing division in Mexico. This pivotal role will be responsible for:

- Leading and overseeing the strategic direction of the marketing department.
- Developing and implementing innovative marketing strategies that align with Moris Media's goals and objectives.
- Managing a diverse team of marketing professionals, fostering a collaborative and high-performance work environment.
- Coordinating with various departments to ensure the seamless execution of marketing campaigns and initiatives.
- Analyzing market trends and consumer behavior to identify opportunities for growth and improvement.
- Utilizing data-driven insights to inform marketing decisions and strategies.

As the Vice President of Marketing, you will also be expected to:

- Enhance brand visibility and credibility, driving engagement and loyalty among target audiences.
- Oversee the budgeting and allocation of resources for the marketing department.
- Ensure all marketing efforts are cost-effective and yield the highest return on investment.
- Maintain strong relationships with key stakeholders, including clients, partners, and industry influencers.
- Promote Moris Media's services and solutions through strategic marketing initiatives.
- Stay abreast of the latest developments in digital marketing and leverage new technologies and platforms.
- Guide the company's creative communication strategies, ensuring consistent and compelling messaging.
- Align all marketing efforts with the company's brand identity and objectives.
- Drive the overall success of Moris Media's marketing initiatives, contributing to the growth and success of the company.

This job may require you to travel occasionally for industry events, conferences, or meetings with partners.

Required Skills

Primary Skills & Experience Required:

- **Proven Leadership: 7-10 years** of demonstrated experience leading and inspiring high-performing marketing teams.
- **Strategic Vision:** A track record of developing and implementing successful marketing strategies that drive business growth.
- **Data-Driven Decision Making:** Strong analytical skills and the ability to leverage data insights to inform marketing decisions and optimize campaigns.
- **Communication & Collaboration:** Excellent communication and interpersonal skills to effectively collaborate with cross-functional teams and stakeholders.
- **Innovation & Creativity:** A passion for innovation and a creative approach to problem-solving in a fast-paced media environment.
- **Adaptability:** Ability to thrive in a dynamic industry and adapt to evolving trends and technologies.
- **Extroverted Personality:** A confident and outgoing personality to build strong relationships and represent Moris Media effectively.
- **Observant & Analytical:** Keen attention to detail and a strong analytical mindset to identify market trends and opportunities.
- **Travel Flexibility:** Willingness to travel for industry events, conferences, and client meetings.

Qualifications & Experience

Qualifications Required:

- **Education:** Bachelor's degree in Marketing, Business Administration, or a related field. A Master's degree is preferred.
- **Experience:** A minimum of 7-10 years of progressive marketing experience, with at least 3-5 years in a senior

leadership role.

- **Technical Proficiency:** Experience with marketing automation platforms, CRM systems, analytics tools, and social media management platforms. Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).

Additional Requirements:

- **Open to Travel:** Willingness and ability to travel domestically and internationally as needed for business purposes.
- **Technical Specifications:**
  - High-performance Laptop or Desktop
  - High-speed Broadband Internet Connection
  - Dedicated Workspace (Virtual)

Salary:

We offer a competitive salary and comprehensive benefits package commensurate with experience and qualifications. The specific salary range will be discussed during the interview process.

If you feel that your skills and experience align with this exciting opportunity, please apply below.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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