

# MARKETING CAREER PATH AT ENTELLUS

Vice President of Marketing (10+ years experience)
Marketing Director (8+ years experience)
Marketing Manager (5+ years experience)
Marketing Assistant / Coordinator (2+ years experience)
Intern or Entry Level (no experience)

**Vice President of Marketing:** Oversees all marketing activities for an organization's services. Develops marketing strategies, evaluates market conditions and recommends policy changes to encourage maximum sales activity. Usually requires a 4 year degree and 10 years related experience.

**Marketing Director:** Oversees development of policies, procedures and objectives for marketing and selling the organization's services. Oversees service development, pricing, marketing budgets, and sales objectives. Directs sales force, marketing staff and/or distributors. Provides marketing expertise to executive management team. Usually requires a 4 year degree and 8 or more years of relevant experience or equivalent.

**Marketing Manager:** Establishes marketing strategies to meet organizational objectives. Evaluates customer research, market conditions, competitor data and implements marketing plan changes as needed. Oversees all marketing, advertising and promotional staff, agencies and activities. Usually requires 4 year degree and 5-8 years relevant experience or equivalent.

**Marketing Assistant / Coordinator:** Supports the development and distribution of marketing and sales materials. Assists in production of advertising, marketing brochures, sales kits or other promotional materials. May write articles and design layouts. Usually requires a 2 year degree and 2-4 years relevant experience or equivalent.

**Marketing Intern:** Performs clerical and administrative support duties to support marketing department, including database management. Maintains files, schedules appointments and may make travel arrangements. Uses a personal computer and various software packages.