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## Sr. Director, Delta Marketing Strategy

### Job Location

United States  
Remote work from: USA

### Base Salary

USD 40 - USD 50

### Employment Type

Full-time, Part-time

### Description

The Senior Director of Delta Marketing Strategy will build and nurture a strong Delta and Peerless brand identity that resonates with customers, drives business growth, and contributes to the company's long-term success. You will play a meaningful role in driving the successful launch and ongoing marketing of products or services, ensuring alignment with business objectives, and maximizing market impact and customer engagement. Reporting directly to this role is the Delta and Peerless Brand Marketing team. This highly visible role will have the opportunity to leave an indelible mark on the organization's trajectory and will wield a remarkable amount of influence and accountability on setting the marketing strategy for Delta Faucet.

This position will be hybrid with expectation to be in the office 2-3 days weekly.

### What You'll Do

- Create a comprehensive long range marketing vision and strategy, including product strategy, innovation priorities, pricing, channel activation, promotional approach, and brand positioning that delivers measurable outcomes.
- Work closely with stakeholders in channel marketing, product marketing, and brand management to ensure execution of the strategy, driving brand preference among decision-makers, business growth, and delivering the brand promise for the flagship Delta brand.
- Set guardrails for Where the Brand Plays, including pricing, distribution, and brand position in context of the overall brand portfolio.
- Have a significant impact on the product strategy for the organization. Your insights and expertise will guide the organization in making informed decisions. You will ensure that the product strategy is effectively executed, resulting in the successful launch and sustained growth of innovative and competitive products.
- Identify and prioritize the most effective marketing channels to deliver brand messaging to achieve business goals. This includes understanding the unique characteristics and preferences of different channels, aligning channel strategies with overall brand objectives, and continuously evaluating the performance of each channel to make data-driven decisions.
- Collaborate with cross-functional teams to ensure that the marketing campaigns optimally communicate the brand's value proposition and resonate with the target audience across various channels.
- Partner with the Insights and Analytics team to analyze market trends, consumer behavior, and competitive landscape to inform strategic decision-making and ensure efforts are aligned with broader business objectives.

### Hiring organization

Delta

### Date posted

October 15, 2024

### Valid through

31.05.2025

### APPLY NOW

Apply Now

- Translate complex market insights into actionable findings and recommendations for senior management and key stakeholders.