Downloaded from <https://www.velvetjobs.com/job-descriptions/commercial-marketing-manager>

# Example of Commercial Marketing Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of commercial marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for commercial marketing manager

* Develop and articulate the vision for how data and marketing technologies can support and enable customer engagement and revenue growth
* Support the GCMM to create and leverage external trade body relationships to the benefit of 4Sales
* Defining, implementing and monitoring marketing strategy and plan for the assigned products and new products in liaison with sales and the product creation groups
* Translating the marketing strategy and plan into a business plan, with supporting launch plans and other required actions to meet the planned results
* Defining with the Business Leaders, or region, the product portfolio, the product positioning, pricing, distribution, service and promotion plan, which should contribute to optimized sales value, product mix and volume to deliver the agreed targets
* Setting and managing margin and pricing policies, ensuring effective implementation in the sales plans
* Initiating (corrective) actions and formulates marketing support requirements, validated by sales management in order to improve on business objectives
* Defining the distribution and channel mix according to criteria set by General management
* Co-working with and managing Distributors together with the sales team
* Partner with the events team to coordinate event programs, including speaker procurement, invite process, target list development, post event follow-ups, internal communications with sales

## Qualifications for commercial marketing manager

* Report measurement of marketing campaign, program, project, asset effectiveness and adoption, and required improvements
* Bachelor's degree required and 8+ years’ marketing experience
* Management experience, with experience overseeing employees in multiple locations
* Demonstrated ability to execute with urgency
* Understanding of industry trends and ability to develop ideas for thought leadership content
* Ideal candidate will have proven success in markting with a technical background and should have experience in detailed analysis strategy development