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# Example of Director, Global Marketing Job Description

Our growing company is searching for experienced candidates for the position of director, global marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director, global marketing

* Develop the plan and lead the execution of our marketing strategy
* Lead activities for industry summits
* Develop ROI models for marketing/sales activities
* Work closely with sales to ensure marketing/sales alignment
* Develop and prepare press releases
* Work closely with Product Management and R&D to assess market and branding on upcoming
* Function as the commercial representative on multiple Compound development teams (CDT) and accountable for critical foundational elements and must take a proactive role on the compound development team (CDT) in shaping the development strategy
* Accountable for representing regional, market access, pricing, medical affairs and customer insights at the CDT
* Proactively partners across all regions to incorporate J&J Value Excellence, as appropriate, into all aspects of the global and regional commercial strategies
* Accountable for delivering evidence-based, future market-oriented Target Product Profiles (TPPs), and ensuring commercial insights and future market dynamics are embedded in the aspirational profiles and the supporting development strategies

## Qualifications for director, global marketing

* Ability to work without ego as a member of a global brand leadership team
* Demonstrated ability to work in a matrixed organization, develop exceptional working relationships and have an impact by motivating and influencing others – including direct reports, global colleagues, and cross-functional colleagues
* Proven record of reaching end customers through marketing materials (healthcare experience a plus)
* Proven ability to influence and inspire professionals with diverse backgrounds and areas of focus
* Ability to routinely operate in an environment with a moderate to high degree of ambiguity
* Global experience should include proven strategic skills the ability to translate strategy into actionable plans