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# Example of Director, Strategic Marketing Job Description

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

## Responsibilities for director, strategic marketing

* Take part in appropriate co-development, co-marketing and other R&D or commercial collaborations with other BDX businesses and external partners
* Accountability for support of the Global Product Development System (GPDS) process with core team involvement and completion of respective marketing deliverables, as assigned to you or your team
* Effectively partner and collaborate with regional marketing leaders, R&D, Clinical and Scientific Affairs, Business Development and other functions to ensure appropriate inputs into portfolio and marketing strategy
* Support the strategic planning process ensuring high quality deliverables are completed within required deadlines
* Drive the agenda and preparation for Etch’s Quarterly Strategy Review meeting held with the Business Unit head and Etch Senior Staff
* Gather data, analyze competitor strategies, provide updates and act as a thought partner to a variety of constituencies – Etch Senior Staff, Business Management, Product Managers, Sales…
* Identify and support potential M&A and Joint Development activities to strengthen overall Etch business portfolio
* Coordinate controlling activities within the Controlling team of Research Solutions
* Identify and document improvement opportunities, create guidelines and directives
* Development and execution of global marketing strategies for the Spine Biologics portfolio, ultimately delivering enhanced innovation and growth to through the delivery of the new product portfolio strategy

## Qualifications for director, strategic marketing

* 10+ years of experience with managing both people and work at a senior level
* Client or stakeholder relationship experience
* Demonstrated digital and social media experience
* Ability to provide expert communications counsel to both employees and stakeholders / business owners
* Exceptional writer / editor / proofreader
* Bachelor’s degree in a direct marketing communications field of study