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# Example of Downstream Marketing Manager Job Description

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

## Responsibilities for downstream marketing manager

* Lead US Commercial Launch plans (positioning, customer targeting, pricing, branding, evidence strategy, KOL strategy, ) for the Core CRM portfolio
* Partner with global marketing and cross-functional counterparts to plan and execute commercial strategies and programs
* Effectively lead team of marketing product managers to achieve excellent performance in downstream marketing activities and product management
* Coach teams to develop simple, differentiated concise messages and to create innovative downstream marketing solutions, programs and tools to create value and drive preference
* Establish in-depth knowledge of CRM business environment
* Identify and communicate competitive threats and opportunities for the franchise and lead competitive action / response plans
* Work with colleagues in key functional areas, including R&D, sales, reimbursement, supply chain, clinical, med affairs, and regulatory to drive business objectives
* Spend time in the field to gain market and clinical insights, and build relationships with key physicians to drive education, market adoption and innovation of BSC products
* Define, lead, and execute a cohesive US strategy for core technologies
* Build product line plans and relevant business cases

## Qualifications for downstream marketing manager

* CTSM certification or equivalent is a plus
* Background in POC ultrasound and/or POC strongly desired ​
* Ability to travel 30% including some weekends for trade shows
* Interventional cardiology and/or ultrasound strongly desired
* 7+ years marketing or sales experience or an Advanced degree with a minimum of 5 years of relevant experience
* 3+ years’ experience in a marketing, sales or technical role (1 year with Masters)