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# Example of Institutional Marketing Manager Job Description

Our growing company is looking to fill the role of institutional marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for institutional marketing manager

* Conduct analysis regarding the effectiveness of the marketing strategies and rectifying variances, and proposing and implementing strategy changes if needed
* The Institutional marketing manager will be responsible for identifying new market segments and analyzing needed requirements to enter new market
* Develop sales tools and educate Sales teams about the product portfolio, its fit within the Institutional channel, and its most valuable sales approach
* Responsible for identifying appropriate trade shows that Major and Rugby pharmaceuticals should attend, developing and managing marketing projects and advertising campaigns and owns customer satisfaction
* The Institutional marketing manager works collaboratively with the various organizational functions to ensure the successful implementation of the marketing strategies
* Practices critical thinking and applies productive questioning skills to fully understand project goals
* Facilitates constructive dialogue among project team members for the success of the project
* Manages time effectively and prioritizes work wisely to oversee multiple projects at once with little managerial guidance
* Troubleshoots issues and clears obstacles to ensure project success and modifies project plans meet deadlines
* Create and manage the annual marketing plan for a subset of the Corporate Physical Sciences markets

## Qualifications for institutional marketing manager

* Experience—three to seven years marketing communications experience in financial services or related industry
* Work effectively to meet deadlines
* Skills and knowledge on graphic tools for both print and web publications are preferable
* At Least 3 years’ regional sales/marketing experience within the STM industry is preferred
* Drive for results in a fast-paced environment
* You have a drive for results in a fast-paced environment