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# Example of Launch Manager Job Description

Our growing company is looking to fill the role of launch manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for launch manager

* Rules and regulations as outlined in the STT Technologies Employee Handbook
* Health and Safety policies and procedures as outlined in the STT Technologies Health and
* Provides global operations leadership to assigned new product development projects
* Partners with Franchise Marketing organization to understand key business needs while working to identify and apply existing launch capabilities, where appropriate, to drive efficient launch planning
* Collaborates with CA&O Subject Matter Experts to outline timelines and resource needs to ensure effective operational launch planning steps and execution
* Helps connect marketing initiatives across CA&O to ensure there is an integrated approach and common voice back to the business
* Partners with other functional areas (Managed Healthcare, IT, CA&O, ) to anticipate hurdles in launch plans and looks for enterprise approaches (where appropriate) to drive greater efficiencies across launch teams
* Provides strong subject matter and technical knowledge to the franchise as a strategic partner for all initiatives/activities/processes regarding launch planning and execution
* Operates as an extended marketing team resource in early launch planning stages to help drive key aspects of the launch plan while other marketing team members are being on boarded
* Participates in franchise business updates to stay current on the state of business

## Qualifications for launch manager

* Bachelor’s degree in a Marketing or Communications field required
* Minimum of 5 years of experience in marketing, with progressively wider scope and responsibilities/accountability required
* Minimum of 3 years of experience with product launches and product marketing required
* Experience with education and/or service industry preferred
* Strong experience with product marketing
* Mix of consumer and B2B (business-to-business) preferred