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# Example of Manager, Customer Marketing Job Description

Our company is searching for experienced candidates for the position of manager, customer marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, customer marketing

* Partner cross functionally with stakeholders including international marketing teams, marketing operations, product marketing and sales leadership to align marketing, business and customer priorities
* Central point of contact between Sales and Marketing to align plans
* Ideate and identify key POP levers to win with customers and shoppers
* Develop data toolkits, share data based insights to facilitate discussion & business planning
* Assess competitive dynamics to formulate suitable counters
* Analyze marketplace & translate into relevant business insights
* Conduct promotional analysis to identify and scale-up cost effective Promotions
* Business/Functional Process Management, Bus Process Analysis
* Improvement Organizational Change Management – strategy, design, and implementation
* Contribute to big idea integrated marketing “moments” to engage, delight and inspire our customers

## Qualifications for manager, customer marketing

* Regional custodian of all RE/Channel/Geography program in the retail channel and keep complete track of outlet wise business trends
* Contribute in creating the correct GTM model
* Minimum of 3-7 years of business experience in the life science or medical technology industry
* Solid cross functional experience & Stake holder management
* Proven ability in creating creative customer solution and dealing with agency
* Project Management – Ability to lead cross-functional project teams