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# Example of Manager Strategic Marketing Job Description

Our company is looking to fill the role of manager strategic marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for manager strategic marketing

* Collaborate with Regional Marketing to ensure alignment on innovation agenda and support achievement of business plans
* Think innovatively regarding the application of new technologies to marketing, particularly within a regulated environment Lead innovation efforts for the team, infusing key principles into daily business activities strategic and tactical planning
* Effectively track and manage the marketing budget
* Support and coordinate the annual operational business and long-term strategy planning processes for the marketing organization
* Track market trends, competitor developments, and emerging technology topics and provide data and analysis to internal customers including Marketing Segment & Ecosystem Leads, Business Development Managers and Pricing Analysts
* Offer development and coordinating the overall marketing plan
* Leadership and support for the Head of Strategic Marketing in the development of a high performing team
* Support the development and the implementation of the vision and strategy for defined markets and products to extract the greatest value from the Sodium Bicarbonate & Derivatives business
* Identify trends and opportunities by monitoring key metrics and gathering business intelligence about the end-market, industry and competitive activity information gathered by the sales team
* Presentation of recurring High Growth Region updates to the ALT annual development of High Growth Region STRAP for SE Asia

## Qualifications for manager strategic marketing

* Travel up to 10% including infrequent overseas travel
* Competitive strategy
* 5-7 years of business experience in the life science industry with preference for experience in the medical device industry
* Minimum of 5 years in product, market management or sales
* Minimum of 3 years in identifying Market Opportunities, Market Segmentation, Targeted Marketing, Competitive Analysis, Pricing Strategy and Go to Market models and strategies
* Ideal candidate knowledgeable about the evolution of communications market and technologies (e.g., LTE), packet network time synchronization protocols (PTP, NTP), GNSS-based solutions