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# Example of Manager Strategic Marketing Job Description

Our innovative and growing company is hiring for a manager strategic marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager strategic marketing

* Partner with the Global Marketing Operations team to measure and track results of marketing programs
* Lead the development of annual Corporate Marketing financial targets
* Partner with Group Finance to develop management reporting packages for senior leadership with relevant information and KPIs
* Manage the day-to-day marketing vendor spend tracking and reporting (e.g., agency)
* Develop a marketing strategy and the go-to-market positioning and frameworks for targeted segments and regions
* Research and collect industry trends, new marketing requirements, customer feedback and market problems, and competitor information that impact business
* Assist in the development and creation of strategic materials including board decks, sales pitches and executive education presentations
* Conduct ad-hoc analysis on product performance, diligence on potential partners and supporting insights for high value business meetings
* Common Framework for engagement and best practice development
* Technical engagement on joint whitepapers

## Qualifications for manager strategic marketing

* A minimum of a Bachelor's Degree in Marketing, Engineering, Techincal, Sciences or relevant discipline is required
* Advance Degree, MBA or PhD in Physics, Materials Sciences, Engineering or related field is strongly preferred
* Demonstrated pubic speaking ability with a focus on technology and industry trends is also required
* Ability to work with multi-national sales, marketing, R&D and operational professionals is required
* Provide supervision and leadership to the product development team, marketing, sales & operations
* Proven ability to communicate with customers, both internally and externally, at many different levels of an organization