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# Example of Senior Manager, Marketing Job Description

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

## Responsibilities for senior manager, marketing

* Define/refine company value propositions all print and digital marketing collateral
* Evaluate digital marketing opportunities, identify and develop brand advocacy programs, and employ strategic thinking to connect digital, social, mobile components, ultimately leading consumers and businesses to use our services
* Maintain extensive knowledge of the fine art storage and logistics industry emerging storage industry trends and technology
* Q/A SIF functionality before launch of new versions, updates or changes
* Manage email suppression vendor and process
* Manage telephony assets (Don not Call lists, 800 numbers)
* Inform go to market strategy and product development based on market insights
* Define value proposition and messaging for targeted segments
* Power sales success with collaborative sales enablement
* Build a strong brand and create compelling content and messages for thought leadership

## Qualifications for senior manager, marketing

* Four-year college degree in Marketing, Business, Economics or similar program
* Prior background in brand management with New Product experience is a plus
* Minimum of three years' progressive direct experience in strategic and execution marketing to the C-suite in the hospital Healthcare Practice market with nursing executive marketing strongly preferred
* Previous experience marketing directly to hospital-based executives, targeting nursing executives (CN), VP Nursing, VP/Director Quality, VP/Director Patient Care Services, Chief Nurse Informatics Officer, Director of Professional Practice, Director of Professional Development)
* Prefer deep experience in Marketo and Salesforce environments
* Experience in social media platforms and use of viral marketing a plus