Downloaded from <https://www.velvetjobs.com/job-descriptions/senior-manager-strategy>

# Example of Senior Manager, Strategy Job Description

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

## Responsibilities for senior manager, strategy

* Risk management considerations
* Oversee content measurement and key performance indictors (KPIs), including the design and operation of content measurement dashboards, reports and analyses
* Measure and increase internal stakeholder satisfaction with content findability and quality
* Support business strategy development on divisional level
* Support and develop strategy process and action follow up
* Support market research and analysis as needed
* Lead and support strategic projects and ad hoc analysis as needed
* Communication of strategy guidelines
* Setting the strategy for the partnerships, negotiation of new terms and initiatives, and the day to day operation of these channels
* Design and implement strategies to shift business to direct channels to optimize our 3rd party relationships and evaluate new and emerging channels

## Qualifications for senior manager, strategy

* Extensive knowledge of financial and operational controls, tax regulations, and accounting and reporting requirements
* Minimum 5 + years media planning experience, working within, or with top-tier media and advertising agencies and have deep knowledge of digital, social and brand advertising, programmatic and attribution
* Manage, develop and encourage team members and multiple work streams
* Lead extensive projects and work across multiple complex business units
* Prepare and present
* Supervise data analysis and product research, and when necessary facilitate your team to deal with the same