Downloaded from <https://www.velvetjobs.com/job-descriptions/service-marketing-manager>

# Example of Service Marketing Manager Job Description

Our innovative and growing company is looking for a service marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for service marketing manager

* Integrate services content in all other programs
* Provide leadership and teamwork in a cross-functional team to develop the Marketing Plan to drive portfolio and architectural solution adoption and preference for targeted Service Provider accounts
* Meet with internal stakeholders to understand business objectives and define measurement goals
* Work with content and digital subject matter experts to design, integrate, and optimize full-funnel media plans
* Brief or directly manage our media agency to define scope, recommend measurable plans, budgeting, and creative execution for paid digital media campaigns
* Manage agency relationship and make sure it’s compliant with our global media AOR model, and flag any issues with the global media team
* Manage the planning, execution, real-time-bidding optimization, and reporting of programmatic media campaigns
* Monitor and analyze KPIs and optimize our channel mix, partners, and placements throughout the year
* Build relationships with media partners to help us seize new opportunities and stay on top of new innovations
* Make sure we keep innovating by targeting customers in new ways and adopting new ad technologies, and apply testing methodologies and analyze performance for campaign optimization

## Qualifications for service marketing manager

* Highly motivated, dynamic and customer-oriented with an ability to thrive in a competitive and changing environment
* Demonstrates effective communication, storytelling, influencing and interpersonal skills across multiple levels of the organization, and can work internationally with diverse cultures
* Ability to effectively analyze data and metrics and develop a comprehensive business case including detailed financial models
* High degree of proficiency with Microsoft Excel and Microsoft PowerPoint
* Prior experience with ServiceMax and Salesforce.com a plus
* Minimum of 5 years of business experience in the life sciences industry