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# Example of Services Marketing Manager Job Description

Our company is looking to fill the role of services marketing manager. 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 services marketing manager

* Responsible for execution of all traditional marketing (direct mail, media, ) in partnership with HQ Media, Marcom, Small Market Business (SMB) Marketing and Mid-Market Marketing
* Delivery of IT solutions for global digital campaigns (Fanta, Sprite)
* Leading projects & teams
* Work closely with key internal stakeholders - sales teams, global and local marketing, solutions marketing, and technical experts to develop a regional services marketing plan with a clear understanding of the product and solution portfolio, market, trends, competition and services portfolio
* Understand market share, competitor’s marketing and sales program activities
* Develop services positioning and messaging for sales programs
* Build and execute annual editorial calendar, including integration of service messages to launches that support overall positioning and messaging
* Upload and maintain content on global content platform
* Track content performance indicators to continuously improve the quality and relevance of content in local market
* Work via Marcom team with local agencies for final creative and production on the structured country marketing plans

## Qualifications for services marketing manager

* This staff member should be self-motivated and able to work effectively with little supervision
* Enjoy managing multiple assignments on differing timelines
* Prefer Experience with Lotus Notes Business Proposal System (BDS)
* Proven experience in digital marketing or e-commerce
* Demonstrated skills in alignment with the sales organization in the development and execution of marketing campaigns and tactics
* Demonstrated skills in alignment within a matrixed organization