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

# Example of Services Marketing Manager Job Description

Our growing company is searching for experienced candidates for the position of services 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 services marketing manager

* Execute on content day to day for ongoing digital publishing, social media, blogs and sales engagement activities
* Be single point of contact with Global Marketing, represent ASEAN region and proactively engage Marketing Leader of ASEAN region
* Tightly integrated with Sales team to design and execute customer experience for a services journey
* Own marketing programs from end to end - manage targeting and segmentation, success criteria, messaging, content and design, planning, and execution reporting on results and big picture trends
* Day to day product marketing planning to sales enablement of the comprehensive services product portfolio to facilitate awareness of the product attributes
* Execution of product marketing campaigns, programs, and market research initiatives
* Conduct market research and competitive analysis to support market positioning and to identify potential products gap
* Manage, develop, train and coach a team of Marketing producers, including conducting regular team and individual meetings and performance evaluations
* Gatekeeper of project management system
* Provide strategic marketing leadership, working closely with Product Management and other business stakeholders, and with our marketing team around the globe

## Qualifications for services marketing manager

* Must be proficient in Adobe Creative Suite Microsoft Office including PowerPoint
* 5+ years marketing and/or selling leadership experience in a technical environment
* Professional experience in commercial environment with broad knowledge of research applications and workflows
* Demonstrates strong leadership qualities, including people management and decision-making skills
* Proven ability to mentor, coach, lead, and motivate all levels
* Excels in collaborative environment to meet strategic objectives and possesses ability to work independently and cross functionally