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# Example of Strategic Marketing Director Job Description

Our company is growing rapidly and is hiring for a strategic marketing director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for strategic marketing director

* Understand and develop appropriate KPI and metrics for evaluation and reporting
* With a dotted line reporting relationship to the DS – Marketing leader, the WW Strategic Marketing Director – WH&C will work within this framework to incorporate marketing excellence initiatives in concert with other portfolio and marketing leaders throughout Diagnostic Systems
* Develop and maintain a clear understanding of current markets, vision of expected market evolution as it relates to cervical cancer screening products and implications on customer needs
* Define and execute a clear worldwide cervical cancer screening portfolio strategy, including defining multi-generational product roadmaps, identifying and developing business case/plans for new product innovations and applications, launching new products and line extensions, managing product lifecycles, forecasting, pricing strategies and guidelines
* Develop and execute worldwide marketing plans, including market assessment, prioritization and development, sales and marketing tool development, clinical study identification and planning
* Develop and execute competitive strategies based on competitive intelligence and appropriate market research and analysis
* Work with regional sales and marketing teams to align global product plans in each region and define and track regional implementation/rollout plans
* Provide or direct real-time support to sales specialists in all regions, and act as an interface between sales and R&D, as appropriate, to assess technical issues or opportunities
* Direct or manage market development activities including developing external relationships with key opinion leaders in the laboratory, public health, hospital, lean and other appropriate areas related to cervical cancer screening product usage and adoption
* Ensure presence and participation at high-priority conferences, meetings, and drive appropriate publications to support defined cervical cancer screening product value propositions

## Qualifications for strategic marketing director

* Ability to conceptualize strategic programs and initiatives at a high enterprise-wide level the ability to be hands-on and drive through to execution
* 7 years direct marketing experience with at least 3 years in a leadership role
* Proven success in product development, particularly as it pertains to technology, content management and the internet
* Passion for translating brand and student/client insights into innovative and engaging digital experiences
* Bachelor’s in business, marketing concentration or MBA highly recommended
* Knowledge of the commercial B2B space, health and nursing is preferred