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# Example of Strategic Marketing Director Job Description

Our company is looking for a strategic marketing director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for strategic marketing director

* Establish product value propositions inclusive of pricing, patient access and order management and certified site support
* Develop reimbursement, order management, patient services and formulary support tools for the CTL019 certified treatment site network
* Develop payer value and support tools to assist in management CTL019 patients
* Assist site care manager and/or business manager in site onboarding process
* People Management - Position typically does not involve management of direct reports, but will provide direction and mentorship to junior members of the DePuy Synthes team
* Manage multiple projects and schedules, with multiple functional teams, through full lifecycle from high-level concept to deployment
* Functional management of organization and direct reports including goal setting, performance & compensation management, coaching and mentoring
* Manages departmental customers/stakeholders to include, but not limited to, customer expectations/requirements, system change processes, technical product/market concerns, and release schedules/features
* Collaborate with other executives to determine corporate budget, schedules and deadlines, and ensure they are met with high quality deliverables
* Working with multiple cross-functional stakeholders, responsible for developing resource plan for multiple large and small projects aligning to the budget

## Qualifications for strategic marketing director

* Specific digital marketing experience
* Deep product knowledge from prior experience in product management or another area which brings strong product, financial management and portable/web application experience
* BA/BS degree required, preferably within a technical area of focus
* A minimum of 7 years of experience in worldwide strategic marketing, global marketing and product management in life science companies with a focus on platform development and commercial launch
* A minimum of 5 years direct management experience, leading and managing marketing teams/ professionals
* Action oriented with the ability to drive results