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

# Example of Strategic Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of strategic marketing. 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 strategic marketing

* Team up with a multi-disciplinary product management, R&D and business development teams
* Supports strategic plan information gathering
* Conduct fact-based analysis of market trends
* Champion the development of breakthrough strategies and effective launch plans
* Coordinate with the Advanced Materials businesses and CTO the routine assessment of new product launches by effectiveness to sales plan, strategic intent on share of demand, pricing, value perception and overall planning and estimation accuracy of forecasts
* Responsible for leading and creating routine research and analytics with actionable assessments incorporating market, economic, competitor and technology sources so as to guide short term business decision making while developing advanced strategy roadmaps to assess for further growth by offering, region, technology
* Deliver elements of strategic planning processes
* Own and manage data sources and processes
* Prepare analysis of the revenue, volume and profit trends for targeted end market verticals
* Derived from databases, determine and report on key performance indicators that are driving sales and profitability performance

## Qualifications for strategic marketing

* Bachelor's Degree in marketing, business management, communications, or related field
* Identify resources and support required for the work plan to be carried through
* Perform required market segmentation, conduct analyses and perform appropriate market, competitive and customer research needed for the work stream
* Synthesize findings from all the analyses and research and develop recommendations for the work stream
* Document and present the findings from the work-stream in a well-structured and well-written document
* Develop action plan and drive its implement so as to deliver the intended results for the SBU/ SBE