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# Example of Systems Marketing Manager Job Description

Our innovative and growing company is looking for a systems 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 systems marketing manager

* Devise local marketing campaigns with the goal of increasing product awareness and increasing sales and profits
* Develop local marketing plans
* Manage, execute or support new and existing tech initiatives - coordinating across multiple Local and Regional stakeholders (CRM, Product Management, Data Engineering, IT) from implementation, configuration and user testing to final deployment
* Define, develop and maintain overall product strategy and roadmap
* Develop comprehensive and realistic business plans/cases/justifications inclusive of ROI (Return-on-investment) estimates, sales projections, and risk assessments
* Understand/articulate/incorporate customer requirement into comprehensive and justifiable product requirement documents
* Knowledge about the competitive offerings and maintaining competitive programs to ensure appropriate and real-time positioning versus competition
* Active leader/member in all new product launch teams, partnering with business development managers and field sales management teams and marketing services to define the core positioning and messaging that will be used to develop product launch materials and sales tools to ensure market success
* In partnership with Business Development, define strategic alliance opportunities to assess partnerships and licensing options
* Proven ability to influence cross-functional teams such as application chemists, hardware and software engineers, project management, manufacturing, and quality control, without formal authority

## Qualifications for systems marketing manager

* 5+ years’ experience in quality management systems/processes preferred
* Demonstrated ability to problem solve and manage multiple tasks while assisting internal and external customers
* Demonstrated ability to provide a high degree of service to internal and external customers
* Demonstrated ability to lead/influence cross functional teams to meet organizational goals and objectives
* A proven record of assignment and task completion
* Working knowledge of process systems management, workflow management, and documentation control