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# Example of Systems Marketing Manager Job Description

Our company is growing rapidly and is looking for a systems marketing manager. 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 systems marketing manager

* New Product Introductions (NPI) Commercial excellence to achieve new product sales target and strategic plan
* PMC strategy development and execution, working closely with regional GM’s
* Manage the Greenhouse Gas (GHG) database, reporting processes, and Division strategy to ensure that truck sales achieve regulatory targets
* Manage the OPS marketing database and VR (Vehicle Registration) database
* Manage data reporting processes (Polk, OPS, VR, other)
* Manage regulatory forecast, certification, and compliance preparation for GHG and Onboard Diagnostics (OBD)
* Optimize data access by identifying opportunities for streamlining and automating data processes
* Analyze sales history for trends and opportunities to optimize Kenworth’s GHG strategy
* Conduct research and analysis in areas such as customer sales history, industry segmentation, component usage information, and competitive intelligence
* Support On-Highway Marketing Manager with product marketing activities, ranging from research and analysis, to developing on-highway segment marketing content, reporting on-highway segment marketing data, and supporting trade shows and marketing events

## Qualifications for systems marketing manager

* Working knowledge of Oracle, Discoverer reporting, Word, Excel, MS Project and MS Access
* Bachelors Marketing Degree or related
* 3+ years’ experience with Marketing Automation Platforms (such as HubSpot, Marketo)
* 1-3 years working with various marketing content and asset management systems
* Online Catalog/eCatalog experience a plus
* Bachelor's degree in a technical or business field with 14+ years experience