

Example of Clinical Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of clinical marketing manager. 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 clinical marketing manager

- Partner closely with product leadership to identify and solve challenges across a range of areas including rapidly changing market, competitive dynamics, internal policy, organization design, global business alignment, and alignment between product and sales
- Proactively manages all aspects of the Clinical Chemistry franchise in EMEA, evolving to stay ahead of the market and keep relevant to all target audiences
- Drives the overall development and execution of the area marketing plan for the franchise, ensuring the right people across global, area and country are engaged, and it reflects global choices and local insights and requirements
- Prepares the launch of new products and new partnerships
- Has deep knowledge of the products / solutions in the portfolio and acts as a subject matter expert, identifying and resolving potential issues across the area
- Supports and coaches country teams to deliver the franchise goals, building their capabilities
- Deals with day-to-day product management including forecasting, Field Corrective Actions, regulatory and quality questions
- Drives Value Expansion programs with existing accounts via the dedicated sales force
- New contract receipts and Sales Engagement

Qualifications for clinical marketing manager

- Elevates issues, decisions and deliverables that might derail timelines quickly for resolution
- Customer-driven mentality, representing their needs in all decisions
- Responsible for developing marketing content (case studies, white papers, eGuides,) for coordinated use through various media
- Direct market research to develop and communicate business and customer insights and information
- Interact with and/or provide direction to engineering, manufacturing, sales, and/or product development teams across various business areas/departments to enhance existing product(s) or product line(s)
- Direct the development of marketing programs for assigned area(s)