



# Example of Commercial Marketing Job Description

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Our company is looking to fill the role of commercial marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for commercial marketing

- Creates and performs global product and market application training to inside and outside commercial teams
- Works closely with Sales Management, Portfolio Management, Commercial Operations, and Training Teams, as applicable, to create training on market segment trends, products, positioning by segment, competition, and customer profiles
- Participate as needed to support vertical market initiatives including, but not limited to, Cell Culture
- Act as main contact for channel partners in N
- Drive additional marketing projects as dictated in annual global marketing plan for the life science Cell Culture market
- Shared marketing support to Automated Payment Solutions, Merchant Services, and Healthcare Payments product lines
- Support content development and multi-channel marketing strategy that includes digital, print, social and events
- Assist with tradeshow/event fulfillment and lead tracking
- Create customer-facing and internal communications
- You start from data intelligence in everything you do

## Qualifications for commercial marketing

- Interactive one-to-one marketing, sales or professional services background, particularly in the Cloud space

- 7+ years of proven B2B digital marketing communications experience, preferably in technology marketing, with strong marketing operations background
- Must be inspired by Marketing Communications execution particularly Digital and Social marketing, embrace Marketing Automation concepts, and obsessed with delivering a compelling customer experience through relevant, connected customer engagement
- Ability to work independently in cooperation with sales and technical service colleagues
- Commercial (B2B) marketing experience required