



Example of Global Marketing Director Job Description

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Our innovative and growing company is hiring for a global marketing director. 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 global marketing director

- Work with finance and legal or others during any necessary campaign contractual stages, drawing up necessary Statements Of Work, or addressing legal and trademarking coordination, invoicing, vendor issues, and ensure due diligence and issues are addressed swiftly
- Assist VP with other projects as needed
- Lead the creation and formulation of the Instruments Platform 3 years and annual strategy
- Manage an innovative portfolio of category leading brands like PROTAPER and WAVE ONE
- Drive global launch of new products and manage the portfolio lifecycle
- Drive insights collection and development of innovative solutions for new products and services offerings
- Lead, develop and coach a high performing global product management team of 6 associates
- Lead the strategic development of the Origins and Dr
- Develop and align relationships with internal and external parties through regular communication to identify and develop proactive reactive marketing plans
- Effective cross-functional leader with proven ability to create brand plans that generate both revenue and operating income

- Effectively orchestrate work across internal teams and external partners including agencies
- Experience in marketing of orphan drugs and/or Enzyme Replacement Therapy (ERT) products is desirable
- Prior sales and/or sales management experience a definite asset
- Exceptional computer skills (MS Project, Excel, PowerPoint) and familiarity with managing project management programs
- A degree in marketing, science, agricultural or technology
- Minimum of 5 years experience working closely with technology partners, internal or external to previous role