



Example of Launch Marketing Manager Job Description

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

- Developing and executing on a field engagement plan to support the channel and regional pharmacy teams
- Influencing development of trade criteria that will support launch and overall VBU needs
- Supporting the overall development of the customer segment strategy for the VBU
- Develop resources (brand or above brand) to support selling teams responsible for the customer segment and ensure approval through copy review processes
- Manage project budgets within internal tracking systems (Planner)
- Lead development of and execution of the Health Information Technology (HIT) activities –to ensure that capabilities within HIT are maximized to deliver on the brand strategy and meet the business objectives
- Manage the process from start to finish for the development and execution of a full marketing plan for an individual show or marketing initiatives
- Championing the development and execution of transformational marketing strategies to drive short and long term growth across GCP's top product priorities
- Defining and developing exceptional, compelling end-to-end customer journeys, user experiences, and creatives/messaging to drive awareness and engagement in new products

Qualifications for launch marketing manager

- Experience leading both internal and external cross-functional teams in the design and execution of go-to-market plans
- Strategic ability to design programs/campaigns that deliver trackable results
- Sensitive to confidential nature of business and defined strategy
- Stays calm and collected under pressure
- Strong sense of urgency within a fast-paced environment
- Proactive, positive, "can-do" spirit that expertly overcomes challenges and objections