



## Example of Launch Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of launch marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

### Responsibilities for launch marketing manager

- The position requires close partnership and collaboration with key internal partners such as Acquisition Marketing, Customer Relationship Management, Product Management, Brand, GIM, Finance, and GMO
- Define, develop, and oversee end-to-end execution of marketing campaigns and programs that showcase AWS's strategic launches
- Develop, measure and optimize launch campaigns to meet established marketing goals for top tier launches
- Analyze and report on performance metrics of campaigns
- Develop world-class product communications strategy across marketing and in-product channels
- Execute programs including audience definition and segmentation, content development, channel strategy and execution, ensuring our user and decision-maker audience is aware, engaged and delighted by LinkedIn's product roadmap
- Lead and drive all marketing activity related to our Quarterly Product Release campaigns, including stellar positioning and messaging, external creative agency relationship, and overall project management to drive to on-time and on-quality launches each quarter
- Partner with product, product marketing and sales leadership to deliver coordinated launch and education programs
- Partner with customer growth marketing team to leverage new products for up-sell / cross-sell initiatives

## Qualifications for launch marketing manager

- 2 years in healthcare marketing
- Solid understanding of the pharmacy customer's practice and needs
- Experience setting and gaining alignment around brand strategies - particularly in complex and novel environments
- Experience leading retail pharmacy initiatives and/or partnerships on behalf of the manufacturer
- Strong listening skills with the ability to prioritize and incorporate different perspectives across medical, clinical, commercial, customer and other functions
- Demonstrated analytical skills- ability to understand drivers of performance, synthesize and accurately draw conclusions from data and apply results of market research to inform decision making