



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. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for launch marketing manager

- Measure and forecast impact to the business and report out to senior stakeholders
- The MM is responsible for creating global demand for his/her product from lifecycle stage of development through to commercialization in a customer-centric manner (exemplified by high satisfaction of needs, and therefore appropriately differentiated and adding value) by developing and overseeing execution of the marketing plan
- This includes definition of and segmentation of the market, targeting and positioning, and all aspects of the marketing mix (product, place/distribution, price, and integrated marketing/promotion)
- This includes delivering appropriate launch materials/tools to differentiate product versus the competition and grow the business in a profitable manner
- This includes providing direction to the Commercial Areas/countries and all in-house groups
- This entails use of technology-based tools such as the ADD Online intranet, conf calls, meetings, and international field travel
- Another aspect of this responsibility is gaining positive media exposure in partnership with the Public Affairs department
- Utilize market research, customer input, Area input, and other means to ensure profitable and differentiated products are delivered to market
- Offer leadership to R&D and support organizations throughout development

- The MM is responsible for achievement of the goals and objectives of Global Marketing, the Division, and each of the Areas

Qualifications for launch marketing manager

- Problem solving skills with practical creativity
- Multi-channel marketing campaign development experience
- Demonstrated understanding of channels, pricing and appropriate market access strategies
- Ability to recognizes tradeoffs, make adjustments as needed and prioritize well across short and long-term needs of the business
- Copy approval process experience
- Degree qualifications with minimum 4 - 6 years of relevant experience