



Example of Launch Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a 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

- Must ensure compliance with the Quality System, and all Ethics/Compliance guidelines
- Must work within budget guidelines
- Organize and drive operational stakeholders to build and execute launch plans that maximize market awareness and prospect engagement
- Drive cross-functional team collaboration and planning to ensure alignment, efficiency and synchronized impact
- Project manage launch workstreams to key milestones, providing strategic and tactical management, communication and oversight
- Understand and incorporate the scope and operational requirements and impacts of all cross functional teams
- Be the single voice of truth on launch progress and challenges providing executive and detailed status updates with efficient analysis of issues and go forward recommendations
- Advocate for all stakeholders throughout the launch process to ensure stakeholders have support needed to succeed
- Manage multiple launches at the same time
- Hold teams and individuals accountable to committed dates and milestones and escalate as needed

Qualifications for launch marketing manager

- Very strong written communications and presentation skills - work across various segments and geographic regions to effectively communicate regional requirements and/or product positioning and strategy within the organization
- Outstanding marketer with a "Customer First" mindset and a passion for our customers
- Exceptional relationship skills – a person who goes out and proactively collaborates, seeks input and understands others goals to bring out the best in others and across the business
- Strategic thinker with a growth mindset and track record of developing innovative marketing strategies that challenge the status quo and drive business outcomes
- Keen creative eye, and passion for designing compelling, customer-focused, and effective marketing communications