Our company is searching for experienced candidates for the position 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

- Coordinate regular launch team meetings, publishing notes and action items to team members
- Gather and report success metrics and key performance indicators (KPIs)
- Create, develop and deliver an integrated through the line (TTL) approach to the launch of the new Howdens.com website – including teasers / go-live / post launch initiatives
- Develop the launch plan from a digital perspective which could cover many different channels from social, in-site scavenger hunts, events, etc, and will provide message consistency
- The launch plan should also provide KPI's , traffic uplift objectives etc to be factored into the plan
- Additionally create & develop contingency plans for loss of traffic at point of launch
- Develop and deliver launch KPI frameworks for a variety of stakeholder needs to ensure that all are informed at the appropriate level of detail around those KPIS
- Monitoring & reporting of improvements of activity across the KPI framework in conjunction with analytics team
- Utilisation of budget across multiple channels to drive the best ROI for the launch activity
- Manage large, cross-functional teams and complex projects that will include

Qualifications for launch marketing manager

- Highly effective communicator with strong interpersonal, oral and written communication skills that allows for the clear articulation of strategy and ideas
- Can do positive attitude and willingness to pivot in the face of change quickly
- Bachelor degree in business, marketing, or relevant field of study required
- Experience working in B2B and/or cloud computing marketing roles
- Ability to successfully balance multiple competing priorities and manage complex workstreams while consistently delivering results
- Ability to frame insights and communicate recommendations simply and effectively