



Example of Market Strategist Job Description

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Our growing company is looking to fill the role of market strategist. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for market strategist

- Undertaking primary research on macro-economic and/or market issues which are relevant for our clients to consider in their investment decision making
- The Strategist will report to the Chief Markets Strategist and partner closely with the Portfolio Specialist team to ensure that the team effectively address client priorities
- The Strategist will be responsible for marketing and servicing discretionary and capital markets products for clients and prospects located in North America with the requirement to support similar activities in Latin America and EMEA
- The Market Strategist will be responsible for favorably impacting discretionary product purchases and retention decisions made by our clients and prospects
- A key measure of success will be the Strategist's impact at client meetings
- Armed with a complete understanding of VCE and EMC's portfolio of products, work closely with product, services and CTO office leadership to satisfy their needs for customer feedback and help determine product/services requirements – develop ad-hoc research studies to gather the required information, analyze the results and provide strategic recommendations
- Help prioritize sales and marketing efforts to address key customer requirements and opportunities
- Posses detailed product./technology/industry knowledge of job associated software and applications
- Working with Design Team manager and MD&I leadership to shape and

- Leading and providing feedback and guidance to less experienced designers across several multi-disciplinary project initiatives

Qualifications for market strategist

- 5-7 years in B2B & B2C Marketing & Sales processes
- Understanding of web analytics, content and data management
- Demonstrated proficiency in multiple lead generation tactics (email, website, direct mail, SEO)
- Proficient in Windows Applications (Excel, Word)
- Work with and within cross-functional global teams
- Knowledge of Six Sigma a plus