



Example of Marketing Strategy Job Description

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

Responsibilities for marketing strategy

- Partner with Support Office Marketing leaders to budget appropriate resources to pilot and eventually scale new marketing strategies to meet funding needs
- Complete all trade & channel marketing inputs into innovation development stage gate process for assigned categories inclusive of route to market volume estimates, setting distribution goals and sales targets by channels and customers, channel/customer specific pricing, and building commercialization plans
- Develop plans based on knowledge of the market segment including B to B (group benefit administrators) and B to C (members of groups), product and market segment business strategies and competitive/market dynamics
- Design detailed integrated implementation plans and timing for all tactics in marketing plans including measurable objectives, creative brief, marketing messages and claims, campaign data specifications, and creative mandates
- Bring together Ministry Leaders, SO Marketing Leaders and other GRD leaders to create a clear picture of funding needs in the near term
- Work alongside wider Marketing strategy team to evaluate the upcoming slate, identifying level of support each show and or campaign receives
- Partner with Brand Activation team on execution of selling tools and customer facing marketing materials supporting assigned launches and with Training team on development of programs educating and preparing sales team for new product launches
- Create and implement marketing strategies and integrated plans for portfolio of products and programs in support of the business (or cross-business) units

- Develop requests for primary and secondary market research, providing research objectives and stimulus

Qualifications for marketing strategy

- Marketing representative for cross-functional regulatory / compliance initiatives
- Work to embed Conduct Risk across department
- Conduct all Clean Desk Audits and Monitor colleague training completion
- Significant account management / stakeholder management experience
- Ability to generate ideas and strategies to solve business problems
- Ability to build relationships at all levels of organizations, generate consensus and navigate across cross-functional teams