



Example of Program Manager, Marketing Job Description

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Our company is searching for experienced candidates for the position of program manager, marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for program manager, marketing

- Executes campaigns with imperfect information, in a fast-paced, nimble environment
- Establishes and evaluates metrics and performance benchmarks to make informed decisions
- Utilizes test and learn methodologies to inform long term plans
- Understands the creative development process
- Ongoing and regularly updating/enhancing all PCH website properties (PCH, POSO, Partners Pulse, Wellocracy), including content, imaging and web management
- Overseeing all social media channels, including messaging, campaigns and audience development for Twitter, Facebook, LinkedIn, Identifying, writing, editing, and delivering written communication materials to amplify news, events, initiatives and campaigns, via appropriate communication vehicles
- Developing written marketing materials including monthly newsletter, email blasts, one-pagers, fact sheets, PCH annual report, exhibit materials, , including content development, graphic design and production
- Uses the Partners Connected Health values to govern decisions, actions and behaviors
- Develop strong relationships with our distribution marketing partners
- At the end of each quarter, you will prepare a metrics report out on the outcome of the quarterly Marketing plan, successes and improvements to

Qualifications for program manager, marketing

- Minimum of 5 years (typically 6-7 and above) sales and/or marketing experience in Life Science Research and Clinical Research market
- Strong marketing experience (BTL & Digital)
- Demonstrated knowledge of screencasting tools, video hosting solutions, website platform, CMS and Google Analytics
- Proficiency with creative and design tools
- Ability to explain a technical product to non-technical audience
- Minimum of 3 years of relevant and targeted experience, running high profile marketing campaigns, with proven ability to influence key stake holders