



## Example of Segment Marketing Manager Job Description

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

### Responsibilities for segment marketing manager

- Work within global marketing organization, to develop regional OEM strategies and maintain business relationship
- Takes business insights and knowledge to test offer concepts create messaging hierarchy that drives the creation of our campaigns across multiple @Work channels
- Partners with the media & creative teams on prioritization, creative strategy and media placement budget trade-offs
- Develops marketing plans and business cases for the communication and distribution of MetroPCS value proposition
- Drives the development and implementation of MetroPCS marketing plan in assigned marketing channels while partnering with cross functional teams and agency partners on the creation of world-class copy and collateral
- Proactively identifies potential issues as the brand owner and collaborates with cross-functional partners to mitigate issues and risks by planning/implementing solutions with a sense of urgency
- Assess market, competitive, and customer trends and feedback insights to cross-functional teams
- Create and foster key thought-leadership conversations with industry influencers and customers
- Lead creation of impactful marketing assets for campaign and enablement, and develop marketing venues for effective delivery
- Measure program effectiveness

- Bachelor's degree in Marketing, Communications, MBA preferred
- Collaborates with sales, operations and marketing leadership to optimize strategies against customer needs across all segments and channels
- Leads customer segmentation efforts for specific assigned segment(s)
- Partners with field marketers and customer insights team to create, analyze, execute and manage segment-specific marketing programs to drive revenue growth
- Manages the customer-specific marketing initiatives of the organization and oversee the development of sales initiatives and promotional programs driven by customer insight
- Manages programs to ensure that they align with company brand, and evaluate program profitability and success