



Example of Segment Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of segment 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 segment marketing manager

- Develop and execute strategy for Pathway Organization activities, coordinating with matrix resources to ensure BMS Oncology products are appropriately positioned (ONC only role)
- Champion and execute marketing materials that are tailored to fit each segment , working with payer marketing and applying deep knowledge of payer segments
- Identify and coordinate all access related market research on behalf of respective therapeutic areas, working in partnership with brand payer / access matrix partners
- Identify opportunities, in alignment with payer marketing business objectives, where branded and non-branded resources/programs could provide BMS with a competitive edge and/or increased customer access, utilizing data sources from matrix partners
- Work as a team with other Segment Marketers to maintain deep knowledge of the payer landscape and assess cross-portfolio impact of macro trends
- Represents voice-of-customer for the assigned segments, understands customer needs, pain points and opportunities and develops innovative customer value propositions
- Develops and implementation of strategic and tactical marketing plans to grow share and maximize sales and profitability in the target customer segments

- Collaborates across functions to identify portfolio gaps and areas for innovation
- Prepares business cases, as needed, to address customer needs, opportunities, and competitive threats

Qualifications for segment marketing manager

- 10 years of technology marketing operations experience
- Confident, positive, energetic, professional and team-oriented attitude
- Works closely with peers in the local market to support the daily business including promotional marketing, customer relations and digital marketing
- Assists with measuring and tracking the effectiveness of the marketing actions with a clear ROI
- Leverages marketing services experts to develop targeted messages for segment (s)
- Segment marketing strategy and deployment experience