Example of Segment Marketing Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of segment marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for segment marketing manager

- Travel – ~ 30% in a global setting
- Collect and analyze market information to understand the market size, environment, needs, trends, and opportunities for products within the segment, working with sales to collect direct customer feedback
- Monitor competitive behavior and product performance
- Segment the market and develop customer value propositions aligned with the strategy for target segments and accounts
- Working closely with R&D and the Global Customer Technology organization, lead new product development programs for the segment through the PrISM stage-gate process using business strategy and growth potential to guide selection and prioritization
- Develop and execute the OptumRx Employer segment marketing strategy, and manage communications (internally and externally) to help drive segment growth
- Execute on communications and campaigns for the Employer segment (including, value story development, content marketing, email campaigns, webinars, ABM and events)
- Develop and maintain OptumRx B2B editorial calendar, and collaborate across functions to deliver an effective content marketing plan to meet business objectives
- Optimize marketing automation and lead generation process through email

- Manage the production and optimization of B2B email campaigns, including development, deployment, testing, reporting and analytics, quality control, and mobile optimization

Qualifications for segment marketing manager

- Experience in customer acquisition and retention
- Experience with innovation and new opportunity development
- Pervious management and coaching experience
- 5-7 years of progressive B2B marketing experience
- Bachelor's Degree in Chemistry, polymer science, engineering or related field
- Minimum of 5 years of commercial experience on Specialty Chemical Business, in MNC is a plus