



Example of Segments Marketing Manager Job Description

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Our company is growing rapidly and is looking for a segments 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 segments marketing manager

- The role will work very closely with all business groups and functions within CBG, especially country marketing and segments teams to develop and define effective marketing plans that will drive effective acquisition, cross sell and retention of clients contribute to the segment revenue and P&L for the 3 verticals
- To align and develop marketing strategies for extracting customer value from our segments regionally
- To act as consultant and champion to ensure alignment across all markets and work closely with marketing counterparts to drive ROMI regionally
- Contribute to ROMI (return on marketing investment)
- Manage marketing budgets effectively
- Contribute to the improvement on CSS and BHM scores (where applicable)
- Receive positive feedback from peers and seniors during 360 reviews
- Lead the company's emerging marketing and micro segment engagement strategy
- Lead internal and external agencies to create compelling sales materials and collateral
- Partner with Product and Technology leadership to influence the product strategy and roadmap, and to articulate a compelling product and innovation narrative

Qualifications for segments marketing manager

- Strong qualitative and quantitative research and analytical skills, with an uncanny ability to turn data into insights across a diverse set of datasets and research subjects
- Creativity, comfort with ambiguity and autonomy, a growth mindset, and a “make it happen” spirit
- Good planning and organising capability
- Keen appreciation of customers’ financial needs
- Good knowledge of compliance and regulatory requirements exposure to multicultural issues
- Developing and executing on strategic marketing initiatives that support the launch and ongoing growth of our product portfolio for the large and small group segments