



Example of Segments Marketing Manager Job Description

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Our innovative and growing company is hiring for a segments marketing manager. 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 segments marketing manager

- Develop globally scalable and sustainable learning programs and experiences, extending across regions and business units, including program design and delivery strategy, utilizing knowledge of product maturity and geographic readiness and high-level diagnostic skills and agile methodology
- Drives marketing strategy & planning to improve overall efficiency and effectiveness
- Acts as consultant and champion to drive prudent A&P budget management, ensure alignment across all markets and work closely with country marketing to drive return-on-marketing-investment (ROMI)
- Support regional vendor management and negotiation for all creative, media and performance agencies – ensure alignment with bank policy, due diligence conducted and fair and competitive terms negotiated in order to meet business KPIs
- Conduct vendor assessment and pitch process assess risks and make recommendations on the appointment of partners for the provision of marketing efficiency and reporting tools
- Represent regional marketing and be a contributing member of project teams set up on an ad hoc basis
- Deliver timely submissions of reports and prepare presentations to senior management
- Work with regional and country teams in managing A&P budget and strategic

- Work with country and regional GSMC to conduct brand health studies across the region

Qualifications for segments marketing manager

- Developing deep product/solution knowledge to help evangelize the key go-to-market benefits to internal and external stakeholders
- Supporting the thought leadership agenda that helps Sales nurture relationships throughout the sales and relationship cycle within these segments
- Working with sales enablement to accelerate the socialization of new products with the sales organization
- Partnering with the field marketing leads (National Accounts & Territories Marketing) to provide them with the library of assets required to market to plan sponsors and brokers
- 5+ years of strategic marketing experience preferably in the healthcare industry with experience marketing individual products
- Analytical/data-driven thinking and problem solving skills