



# Example of Segments Marketing Manager Job Description

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

- Contribute to the improvement on BHM scores (where applicable) – work with vendor on the BHM questionnaire development, conduct regional presentations with key highlights and report summarised for senior management, develop action plan and form committees to track actions taken
- Work with global segment leaders, the manager will monitor market trends to evolve segment messaging and drive more widespread use of segment storytelling in social media, PR outreach, internal communications tools, advertising and tradeshow/events for focus segments
- Consult and guide marcom business unit team members as they plan US events and drive inclusion of a segment focus
- Work with Experience Center managers to develop, execute, measure and enhance integrated communications plans for the Experience Centers – Houston/Warrendale
- Work with managers to identify/build/promote/measure new content based on customer needs
- Develop marketing communications strategies and tactics to promote the Electrical Sector focus segments and maintain core segment sales deliverables throughout the year (message map, ppt, line cards, brochures, 3D application, eMarketing programs, tradeshow property, ) with updates and launch of new products through the OneLaunch process

## Business and overall Marketing strategy

- Works with the global CT/AMI business to ensure perfect and flawless New Product Introductions and Launches
- Supports the Business Marketing & Sales Leader (BM&S) in the interactions with the global CT/AMI business, especially for key performance metrics, key enablers for success, forecasts, and strategic initiatives
- Supports and coaches the Modality Sales Specialists and Clinical teams in the North American Market as a one point contact to the CT/AMI Business and ensures Marketing strategy and plans are aligned

## Qualifications for segments marketing manager

- Professional Accreditation such as Chartered Marketing Professional would be an asset
- Management Consulting experience and/or strategy background/ experience in advisory functions
- Experience in leveraging business strategies and objectives to build marketing strategies and initiatives
- Strong ability to story-tell, with practical experience developing executive level reports and utilization of data to present insights and share knowledge to influence audiences
- Strong bias for fact based and analytical driven approach to problem solving
- Experience should include some digital marketing with an understanding of the end to end customer journey and how to apply new capabilities, data and insights to improve the customer experience