



Example of Segments Marketing Manager Job Description

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Our growing company is looking for a segments marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for segments marketing manager

- Develop, define, and plan program objectives and policy requirements based on business needs and strategic goals for Sales & Marketing Talent Segment programs, with accountability for all project deliverables including identifying gaps, recommending solutions while providing direction and guidance to project teams
- Identify, evaluate, and lead the implementation of training and development programs and process improvement and/or course correction/course alignment opportunities
- Use data and analytics to support continuous improvement to reduce cost, improve program quality/satisfaction, and demonstrate the value of Sales & Marketing Talent Segment programs to the business
- Incorporate leading practices into Sales & Marketing Talent Segment program design and identify ways to introduce innovative solutions to achieve business goals
- Develop and manage third-party vendor relationships to ensure vendor performance and maximize investment
- Collaborate with other Program Owners/Designers to create a seamless employee experience across HR offerings
- Design Sales & Marketing Talent Segment programs based on business need, program framework and requirements, metrics of success, and global COE alignment
- Collaborate with HR team to design programs and reports to continually

- Assess, evaluate, and refine program design using data & analytics to support continuous improvement of programs
- Developing and executing the annual marketing plan with PLC products key stakeholders, focusing on industries and application-oriented business development

Qualifications for segments marketing manager

- Proven interpersonal and relationship management skills, with ability to facilitate consensus among multiple stakeholders
- Adaptable and strong teamwork orientation to work effectively in a constantly changing environment
- Partner with local commercial teams to understand market demands and prioritize projects across the both the APAC region where we currently have a presence in Australia, Hong Kong and Israel and are making plans to enter markets like Japan, India, Korea and Greater China and the European region where we currently have a presence in the UK, Germany, France, Italy and Spain
- Determine data product priorities based on input from commercial teams market research and strategic initiatives
- Evaluate product gaps and direct business development on the strategy for sourcing new opportunities
- Communicate with data science and tech ops to understand product launch timelines, ensure product quality and answer questions regarding the product development