



Example of Segments Marketing Manager Job Description

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Our growing company is looking to fill the role of 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

- Keep close synchronization with global and local industry managers to align and formulate the PLC + Drives related customer value proposition
- Organize, support and run segment and application related marketing activities sales presentations, webinars, roadshows, events
- Planning and ensuring the know-how sharing for reaching key stakeholders with multiple communication channels
- Co-leading market studies with Global Product Manager and other key stakeholders
- Evaluating and disseminating customer research, market conditions and studies of competitors
- Creating and maintaining product marketing material in collaboration with suppliers
- Provide compelling insights and emerging trends in Learning & Development to business & HR stakeholders, develop and drive a future-focused learning strategy and impactful programs for the Sales and Marketing organizations, across the enterprise
- Develop innovative solution alternatives to resolve issues, influence and create buy-in with key stakeholders while understanding trends across the enterprise/business units relative to the prod lifecycle to further develop technical skills needed with commercial teams for product launches and expanded indications

- Establish and lead learning councils (with global representation) focused on the strategic aspects of Learning & Development program development for Sales & Marketing

Qualifications for segments marketing manager

- Finalize new data offerings and their productization including naming, pricing, positioning and distribution
- Ensure the 3rd party data universe in each country remains at a healthy level to support our modeling efforts and support a publisher insights exchange model to help acquire more quality data and DMP clients, potentially leveraging the DCR publisher network
- Represent the product both internally and externally
- Experience in a product management, project management, or programmatic data role
- Understanding of programmatic marketing and the online/mobile advertising marketplace
- Ability to holistically evaluate opportunities and make good business decisions