



# Example of Senior Manager, Marketing Job Description

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

## Responsibilities for senior manager, marketing

- Define/refine company value propositions all print and digital marketing collateral
- Evaluate digital marketing opportunities, identify and develop brand advocacy programs, and employ strategic thinking to connect digital, social, mobile components, ultimately leading consumers and businesses to use our services
- Maintain extensive knowledge of the fine art storage and logistics industry emerging storage industry trends and technology
- Q/A SIF functionality before launch of new versions, updates or changes
- Manage email suppression vendor and process
- Manage telephony assets (Don not Call lists, 800 numbers)
- Inform go to market strategy and product development based on market insights
- Define value proposition and messaging for targeted segments
- Power sales success with collaborative sales enablement
- Build a strong brand and create compelling content and messages for thought leadership

## Qualifications for senior manager, marketing

- Four-year college degree in Marketing, Business, Economics or similar program

- Minimum of three years' progressive direct experience in strategic and execution marketing to the C-suite in the hospital Healthcare Practice market with nursing executive marketing strongly preferred
- Previous experience marketing directly to hospital-based executives, targeting nursing executives (CN), VP Nursing, VP/Director Quality, VP/Director Patient Care Services, Chief Nurse Informatics Officer, Director of Professional Practice, Director of Professional Development)
- Prefer deep experience in Marketo and Salesforce environments
- Experience in social media platforms and use of viral marketing a plus