



Example of Senior Mgr Marketing Job Description

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Our growing company is searching for experienced candidates for the position of senior mgr marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for senior mgr marketing

- Spend 50% of the time in the field, working with Trade Marketing Managers and Sales team to interact with key customers (distributors, key pharmacy chains, independent pharmacies, HCP's) to get insights and define the best strategies and initiatives that fit key stakeholders needs and ensure category growth
- Create and edit internal and customer facing content, including technical content and other artifacts as appropriate to feed into cross platform marketing and sales initiatives
- Partner with EA Brand team to ensure consistent and meaningful application of EA Brand choices within franchise brand strategies
- Partner with internal EA resources to build frameworks, tools training materials and dashboards that facilitate team adoption of strategy and capabilities
- Partner with manager and HR lead to build and execute CMO People Strategy that positions EA as the place where Marketers want to build their careers
- Work with Sales & Distribution channels to understand emerging customer needs and to develop requests for new products or product enhancements including feature adjustments, major account solutions, pricing changes
- Identifies, monitors and analyzes internal
- To drive content from Product Managers to produce all collateral, support material and sales information required for successful launch of new products, both internally and externally in order to produce effective sales material for

- To maximize SITAONAIR digital presence - including the SITAONAIR intranet/internet environment social medias – and to exploit the site statistics to understand if and when improvements in site structure and/or content become necessary to ensure on-going site effectiveness
- To identify and organise customer seminars, end user focus groups

Qualifications for senior mgr marketing

- Must have knowledge of the enterprise technology sales process and a history of strong sales and product marketing collaboration
- Must have a strong working knowledge of the current media agency buying model and have had significant exposure to the digital advertising arena
- Demonstrated understanding and experience leading brands and applying foundational marketing frameworks
- Experience leading / managing an operating business / marketing functional area and implementing strategic and capability initiatives at the operating level
- Effective listener- asks probing questions and can alter approach and perspective through influence
- Demonstrated ability to partner and communicate effectively across functions