



Example of Senior Mgr Marketing Job Description

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Our growing company is looking for a 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

- Working across teams and geographies to develop global marketing programs for new and existing segments and products with robust and creative go-to-market strategies
 - Collaborating with the Strategic marketing organization to develop highly effective commercialization strategies based on the robust development of market segmentation and Voice of Customer research
 - Partner with Divisional R&D, product/ applications marketing, and commercial resources to ensure alignment and coordination in customer interactions, to maximize impact of project/ program and commercial activity
 - Develop customer engagement strategies that reflect an understanding of customer needs and intent
 - Effectively leverage our ESP, Responsys, to manage email and push notification campaigns
 - Optimize engagement and conversion rates through the development of a continuous test and learn program
 - Utilizes analytical and testing skills to help report on engagement performance and make data-driven decisions
 - Help evaluate new innovative opportunities, prioritize for testing, and help execute (including creative and landing page testing) to increase engagement
 - Provide local insights and brand feedback from each market
 - In line with global brand strategy, he/she tailors brand and execute brand strategies to local market needs, and define local priorities for a brand
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- 5 years customer/partner/MS ecosystem experience
- Ability to confidently interact with executives and other senior levels of the organization in order to influence, persuade, gain support, input and approvals
- Comfortable with the ambiguity that can accompany a position in a dynamic organization
- Experience with streamlining processes to ensure operational excellence, innovative ideation, productivity, and effectiveness across functional teams
- Demonstrated ability to understand and discuss technical concepts, schedule tradeoffs and opportunistic new ideas with technical (web production & database) colleagues is a plus
- Worked in a complex B2B2C market context, as part of an international/multi-cultural and fast moving environment, ideally in Telecomms & IT &/ or The Air transport or related industries