



Example of Senior Mgr Marketing Job Description

Powered by www.VelvetJobs.com

Our growing company is looking to fill the role 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

- Develop content for HCP communication (Digital campaigns, Leave Behinds, Detail Aids,) to Sales Managers
- Forecast revenue and Opex of assigned brands
- Cross-functional brand leadership – across Field Force, Account management, medical, legal, regulatory, Health and value, supply
- P&L accountability per market per product (COGS management, A&P allocation)
- Definition of Segmentation / Targeting
- Work closely with the four senior sales managers to ensure proper execution of brand plans
- Work with demand planning & Supply to ensure proper supply to individual markets
- Assesses product pricing
- Provides support to Regulatory to interact with Government roles
- Provides in field support to Sales Managers to achieve their targets

Qualifications for senior mgr marketing

- Minimum of 5 years work experience at a management level within IT/ATI in a commercial context
- Proven ability to contribute to the implementation a portfolio marketing strategy
- In-depth knowledge or work experience in at least SITAONAIR target market

- Excellent experience in most areas or marketing communications competencies
- Solid experience in managing and building strong business relationships and influencing senior/executive management decisions