



Example of Senior Strategic Director Job Description

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Our innovative and growing company is looking to fill the role of senior strategic director. 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 strategic director

- Work with the marketing and PR teams to amplify the impact of NBCU's research, participating in the planning process, providing ongoing visibility into the slate of research projects, and serving as the initial research point of contact for the marketing and PR teams
- Supporting efforts to drive adoption of SiriusXM's next generation technology, solutions, and features in cooperation with SiriusXM's engineering, streaming, infotainment, and marketing teams
- Global Strategic Marketing project support & modeling
- Work with research partners to ensure adherence to industry best practices, stated timelines, contracted deliverables and high data quality
- Lead or assist in the preparation of internal publications highlighting competitive data
- Provide research and analysis for special strategic projects
- Responsible to lead strategy and support planning for large customers, accounting for annual sales of 5 Billion
- Define System Governance and operational guidelines for global customer management
- Develop strategic plans & commercialization initiatives to drive incremental volume and profit for our global system
- Understand current and future customer landscape, including non-KO customers, multi-franchise organizations and new coming customer formats

Qualifications for senior strategic director

- Presenting frequent senior level updates articulating the health of the alliance, opportunities, challenges, financials, and recommendations that ultimately lead to an understanding at the highest levels of both organization of the health of the current state and direction of the alliance partnerships
- Meeting revenue goals and organizational profitability for molecular diagnostic and cytology business lines, to include capital equipment and ongoing reagent streams (consumables)
- Leading, developing and managing the relevant physician sales teams in order to deliver the organization's goals and strategies
- Partnering with Area Directors and the appropriate lab and physician channels to support the alliance strategies and drive revenue growth
- Provide progress reporting as required