



Example of Service Marketing Manager Job Description

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Our growing company is looking for a service marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for service marketing manager

- Understand the Service Provider (Telecoms) business landscape, including challenges and opportunities that our SP customers currently face and effectively communicate the way forward
- Strategically plan and deliver content with defined messaging for a variety of SP related areas
- Partner with cross-functional stakeholders to determine and execute field and customer ready campaigns including all related communications and implementation plans
- Collaborate with peers and counterparts to influence productive activities and deliverables to be integrated into cohesive execution plans
- Develop, establish, and maintain comprehensive business and growth plans for assigned SP&C Product(s)
- Evaluate and provide timely commercial decisions and support when required
- Participate in core teams and with the service readiness team to assess new product service market impact and opportunities, pricing structure, marketing strategy
- Collaborate with partners to jointly define, develop, execute and analyze high-impact go-to-market campaigns including timelines, channels, merchandising, promotion, customer value prop/messaging, campaign goals and campaign measurement
- Work closely with AVS BD and AVS Product Management to identify and prioritize leading third party partners we should focus on for execution of co-

- Develop a deep understanding of the drivers of purchase behavior (acquisition), customer activation (engagement) and habitual usage of Alexa (retention) and translate those insights into innovative go-to-market programs, campaigns and promotions

Qualifications for service marketing manager

- Bachelor's degree in Marketing with Service Provider customer experience would be preferable
- Strong leadership and influencing skills across virtual and global teams
- Know your way around ad-serving platforms, DMPs, ad tagging, attribution logic, testing, and tracking results
- You have 5+ years of experience of using analytics tools Tableau, Google Analytics, Double Click, Omniture
- Develop key pieces of content that engage specific target audiences
- 6-9-years of experience demonstrating strong marketing, communication, program management and strategic positioning skills