

# Example of Service Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a service marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for service marketing manager

- Own cadence and process for ongoing measurement of co-marketing activities, definition of critical success metrics and measurement methods reporting to leadership and key stakeholders
- Manage engagement with external agencies including drafting campaign briefs, overseeing creative development, and all other aspects of the process including cost negotiations, schedule management, approvals, research and analysis
- Report weekly on our success metrics including performance of launch, acquisition and retention campaigns in weekly business reviews
- Plan and deliver integrated marketing campaigns using appropriate elements of the marketing mix to support sales and marketing objectives
- Develop campaign platforms with effective messaging and imagery working with the creative team
- Deliver digital, e-marketing campaigns and nurture programs, including the creation of online content, email and landing pages, using approach consistent with services industry
- Create optimized website content for implementation by the web team
- Supply stories and content for PR and social media working with corporate marketing and external agencies as required
- Support the delivery of tradeshow working with field marketing team, online events such as webinars
- Plan and support telemarketing campaigns working with external agencies as

## Qualifications for service marketing manager

- Degree in Marketing or related field required
- Background in and working knowledge of telecommunications/SP market a must
- Strategic thinking with ability to execute and attend to detail
- Experience developing effective campaign planning tactics and impactful leadership techniques
- Proven ability to transform conceptual ideas across multiple formats, how they work together and how they will be brought to life
- Work with third parties where required to represent organizations requirements and oversee third party content creation