



# Example of Services Marketing Manager Job Description

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Our company is looking to fill the role of services 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 services marketing manager

- Provide planning, guidance, execution support of regional campaigns and tactics inclusive of branding and messaging
- Support specialty sales teams through creation and execution of tactics and lead generation
- Manage relations with various teams including Studio M, Marketing and Communications, Tradeshow Execution, Lit Center
- Manage trade show planning process for regional shows
- In collaboration with respective teams throughout the Commercial organization, develop robust lead generation activities to identify qualified opportunities
- Manage and develop the Marketing Services team to deliver focused campaigns and tactics to the Commercial organization
- Build and manage market and competitive intelligence resource library, to become an expert on our clients, the market and our competition
- Lead the development of marketing strategies and plans of the DaaS (Device as a Service) and Core Services priorities in close collaboration with business leadership and regional marketing leaders
- Deliver brand awareness and demand gen programs that advance services leadership end deliver superior ROI
- Be part of the global services staff representing marketing and collaborating across specific initiatives

- Knowledge of current educational assessment market for K-12 schools
- Background in adult learning/education and/or consulting services extremely desirable
- Bachelor degree in Business, Marketing or related field or equivalent experience
- Native Vietnamese speaker preferred
- Role to be based in Singapore
- Experience in managing content product strategy, including product development, creating sales collateral, preferred