



Example of Strategic Marketing Director Job Description

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Our innovative and growing company is looking for a strategic marketing director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for strategic marketing director

- The role will have one direct report, a Senior Marketing Manager
- Develop segment positioning and messaging that differentiates the university's educational products in the market that caters to assigned strategic segments (Corporate, Health and Nursing)
- Sales enablement – Develop and communicate the value proposition of the products to the various distribution channels including admissions, business development, field representatives, and the central marketing team to enable distribution through all channels
- Product/Segment Launch – Execute the launch of new segment strategies through the management of cross-functional teams
- Market intelligence – SSMD will be the SME on assigned segments, including purchasing triggers, psychographics, and medium preferences
- Provide the planning and leadership to the Marketing Department by ensuring that the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of the Marketing plan
- Assume overall responsibility for developing the ongoing marketing plan for assigned segments including
- Responsible for developing and managing a budget
- Prepare new product marketing plans targeting strategic segments in cooperation with the business development team and central marketing team
- Establish a system of reports and communications to facilitate

Qualifications for strategic marketing director

- Natural and proven business acumen, with numeracy and negotiation skills to match
- Creative mindset aware of industry trends, swift to transform ideas to actions
- Motivating, proactive approach
- The ability to adapt to changing circumstances and pragmatically find solutions
- Outstanding team, stakeholder management and strong communication skills with an attitude of a manager that is also a team player
- Efficiency-focused and flexible approach and ability to work in a fast paced environment that thrives on continually challenging the status quo, with the ability to work to deadlines and manage conflicting priorities