



Example of Strategic Marketing Director Job Description

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Our growing company is searching for experienced candidates for the position of strategic marketing director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for strategic marketing director

- You will own, direct, and coach Marketing teams on developing and executing a Marketing Plan, including market conditioning (advocacy, proof points,), channel development, demand generation and launch execution
- Displays expertise of critical therapeutic areas
- To lead, implement and support the European marketing strategy for PU
- Evaluate and implement Budget planning and tracking tool and provide continued management of overall marketing budget, aligning to marketing strategy
- Track actuals vs
- Measure forecast accuracy and strive to continually improve forecast methodologies and planning in conjunction with Finance Business Partners and Marketing Operations
- Partner closely with Finance in providing regular updates and transparency on budget, preparing materials for executives and marketing leaders
- Support efforts to drive a positive return on investment for collective marketing efforts and provide guidance on strategic initiatives across the marketing organization
- Manage marketing campaign measures to ensure appropriate goals, channels, metrics, allocated budget and reporting in partnership with program owners and marketing ops
- Drive regular review of marketing campaigns and efforts, determining the

Qualifications for strategic marketing director

- A demonstrated global mindset is highly desirable
- Experience in the mental health or neurological space is preferred
- Demonstrated experience with multiple phases of product life cycle including product development, pre-launch, launch and new/novel follow-on indications is preferred
- Proven track record of successful delivery of complicated multifunction projects that require innovation, teamwork and collaboration, all with a strong sense of urgency is a must
- This position may require up to 20% of travel (domestic/international).Marketing
- A Masters of Business Administration, or other advanced degree, is strongly preferred