



Example of Strategy Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our company is searching for experienced candidates for the position of strategy marketing manager. 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 strategy marketing manager

- Build organizational alignment to help sales & marketing excel together in a changing environment
- Support business assessment of cross-category threats such as reprocessing, robotics or private labeling by distributors
- Conceptualize, consolidate, and communicate to the national sales team the investment strategies being used by CI's portfolio managers in light of current economic and capital markets conditions on a regular basis
- Act as liaison between portfolio managers and the sales department to ensure that all pertinent information is being communicated effectively and regularly - answer questions posed by sales team on funds and portfolio managers
- Assist in the research, development and launch of new funds - coordinate with portfolio managers, senior management, legal, communications and operations throughout the fund launch process
- Assist in renewal of legal documents, such as the AIF, prospectus and fund facts
- Input into communication strategy and documentation regarding fund and portfolio management team changes
- Input into marketing strategy and to position funds and portfolio management teams within the industry
- Managing Homepage calendar and shelf space

Qualifications for strategy marketing manager

- Experience in of Oil & Gas industry (operator or equipment/service company), strategy consulting and industrial marketing/strategy
- Experienced project leader with experience in B2B customer marketing utilizing digital and traditional channels
- Strong knowledge of user interface design best practices
- Ability to work on multiple-projects in a fast pace environment, with consistent high quality outcomes
- Ability to autonomously lead projects with ambiguity and share outcomes/recommendations with senior management
- Commercial and strategic marketing experience a plus