



Example of Systems Marketing Manager Job Description

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Our growing company is looking to fill the role of systems marketing manager. 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 systems marketing manager

- Be responsible for helping in preparation of annual budgets with phasing required reports and forecasting support and present them or recommend their adoption to the Business Leadership
- Collaborate with cross-functional partners to develop business plans, forecasts for new and existing products
- Proactively manage content and data on the MRM and social platforms ensure the process is being followed and tasks are not getting stuck
- Own all aspects of product management for the Low-Throughput automation portfolio measured by product line revenue and profit growth targets
- Define/evolve the Low-throughput portfolio strategy by conducting robust situational assessment – identifying market trends, developing deep customer insights, and sourcing competitive intelligence
- Develop compelling business cases to initiate investment or change in behavior to achieve long-term financial growth objectives
- Lead, plan, execute qualitative and/or quantitative market research to build robust voice-of-customer to support business cases and guide new product development for pipeline systems
- Partner with Research and Development to set user needs/design specification and lead commercialization for the Low-Throughput products
- Partner with Market Leaders to develop / execute a marketing strategy for the products to drive the business and support the sales organization

Qualifications for systems marketing manager

- Highly creative with experience in identifying target audiences and designing digital campaigns that engage, inform and motivate
- Experience of using marketing and sales processes and systems preferred (Eloqua)
- Excellent written and verbal communication including Copy Writing skills in English
- Degree or Post graduate level candidate
- Strong business acumen and very good analytical skills are required, good communication skills
- Minimum of 5 years' experience in (strategic) marketing with international exposure