



Example of Systems Marketing Manager Job Description

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Our growing company is hiring for a systems 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 systems marketing manager

- Lead product solving process and countermeasures for any deviation from key performance indicators across all product aspects of development, operations, quality, sales, and support
- Analyzes the product line performance, including sales, profitability, volume, inventory, and works cross-functionally to define/drive countermeasure activities on revenue and engineering/operations to address profitability issues
- Understands and uses the foundation DBS tools, including 5S, Standard Work, Value Stream Mapping
- Developing timely marketing materials in line with brand strategy, positioning and image (including working with agencies and market research and testing) that support the business
- Responsible for the design and development of HP brand marketing and communications activities, metrics and measurement, managing priorities and execution of workflow across Singapore for PC business, both Consumer and Commercial segments
- Drive innovative and transformative marketing programs within a global, matrixed environment, combined with the mind-set to drive focus and impact amidst varying degrees of ambiguity to propel the HP brand and business to new heights
- Evaluate third party vendors as a means to introduce new automation

- Manage relations with all Alliance Partners (Media, Associations) and drive joint Thought Leadership engagement targeting CXO Community
- Builds strategies for beating competitors—profitably—with effective use of competitive intelligence, based on customer and event interactions
- Develops strong working relationships with business leaders

Qualifications for systems marketing manager

- Minimum 5 years of Healthcare industry experience with reasonable domain understanding of pharmaceutical industry
- Strong customer focus, strategic thinking, and innovative/creative idea generation Global mindset, inclusive behavior and organizational savvy (how to work well in a matrix organization and build collaborative partnership)
- Analytical expertise in understanding complex issues and ability to simplify
- Experiences of working across countries and with worldwide function
- Proven leadership ability to influence, engage and mobilize people
- Excellent skills in English written and verbal communication