

市场部经理 Marketing Manager

部门: 市场部
Department: Marketing Department

工作城市: 北京
Work Location: Beijing

工作内容

- To master the features of our products and related technology development direction, make accurate product marketing strategy
- Establish and execute product marketing plan
- Update the market research yearly report base on the market development and change
- Define the new product launch strategy based on pre-launch market research
- Execute the annual national marketing activities
- Consistently collect and analyze market and draw conclusions for our own specific Marketing strategy
- Marketing Tools management
- Develop a clear Market segmentation strategy and define necessary measures and campaigns
- Develop specific Marketing strategy and campaigns for the DSO market
- Be the first contact towards HQ Marketing Team and support the market-specific implementation of global campaigns and initiatives
- Drive the further development of the Online Marketing-Strategy and develop customer-segment specific
- Support Sales Department in the development of a Lead Management Process
- Overall lead and Management of the Marketing team incl. events- and product Management
- Represent Marketing as a Member of the company' s leadership team and align work, projects and strategy in particular with other department.
- Implement annual working plan and budgeting
- Submit the monthly, annually and project summary report on time
- Execute the additional tasks from General Manager

任职要求

- At least five years of work experience in the healthcare/medical device/Pharma market, with exposure to Marketing and CRM
- At least five years of team management experience
- Excellent marketing insight and business acumen.
- Advanced leadership, multitasking, problem solving skills and hands-on approach
- Excellent cross-functional communication and collaboration skills
- Excellent English in written and verbal