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# Example of Cluster Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of cluster marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for cluster marketing manager

* Participate in or contribute to regional business marketing planning process
* Drive and support a planned execution through a well-designed cluster/country marketing and sales strategy
* Recommend segmentation, value proposition development, product positioning, pricing strategy, branding strategy, channel strategy, communication strategy
* Analysis of the market place and ROI and tracking of KPI’s and leading business indicators as defined
* Execute against the marketing plan
* Collaborate with all other key stakeholders to ensure successful execution of marketing plans
* Contribute as a cluster/country marketing expert to the European marketing team
* Be an active member of the European Marketing team actively contribute to problem solving
* Liaise and attend meetings with other company functions necessary to perform duties and aid business and organizational development and expertise
* Co-operate with commercial colleagues to provide inputs on new product forecasts

## Qualifications for cluster marketing manager

* Good planning, organization, analytical and execution skills, with attention to detail
* Willing and able to travel as required by workload (more than 50%)
* Fluent level of German and English
* Experience and high knowledge managing PPC, SEO, Social Media and Affiliate programs
* Thai language knowledge is a strong Plus
* Spirit of Openess