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# Example of Country Marketing Manager Job Description

Our company is looking for a country 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 country marketing manager

* Conceptualize and develop advertiser-specific marketing solutions – from
* Maintain total site marketing penetration according to site marketing penetration standards
* Compile data on each team members performance
* Manage country marketing budget, build marketing plans, gain required approvals, execute the activities and provide necessary reporting as required per company policies
* Cooperate with country PR & Communications leader to develop and execute impactful PR and Social media plans
* Drive leads via targeted marketing programs aimed to end customers – Large to SMB
* Develop relationship with our strategic Alliances Partners
* Support EMEA organization in the execution of global programs – study tours, EMEA events
* Provide visible and inspirational leadership, coaching and development to team of 3 products managers (direct reports) and a wider matrix of indirect reports within the Commercial Business Management team
* Lead the recommendation of 3-5 year strategic options in & manage the ownership of the 1-3 year process & activities via other marketers and cross-functional teams for the portfolio through the BaxP Commercial Planning Process, in alignment with Global Business Unit Strategy

## Qualifications for country marketing manager

* Hands-on, with experience in matrix, global organizations, capacity to operate at strategic and operational level and report to multiple bosses
* Can demonstrate real examples of great work done in the past, campaigns, NPI
* Undergraduate degree in business/marketing required
* Minimum of 2 to 3 years in a senior leadership position
* 12 + years well rounded marketing experience
* Demonstrates an analytical and detail oriented approach to planning, including evidence of marketing planning based on business performance goals, campaign learnings, financial data and industry research