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# Example of Global Marketing Manager Job Description

Our growing company is searching for experienced candidates for the position of global marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for global marketing manager

* Participate in cross-functional development teams in the conception, design and development of new versions of embedded software, software tools and/or hardware
* Work with regional downstream marketing teams to create training and product launch materials
* Formulate and execute strategic digital marketing programs in the Americas and APAC
* Manage the lifecycle of our digital marketing programs, including developing the strategy, determining appropriate marketing mix, building the landing pages, writing ad copy, performing A/B and multi-variant testing, and reporting on results
* Oversee the creation of new digital offers by identifying the content gaps, writing creative briefs, and collaborating with internal teams and/or external agencies in the development
* Improve the targeting of our digital programs based on buyer persona, segment-specific attributes, buying behavior
* Expand and evolve our digital effort by researching new types of digital activities to pilot, present recommendations to team, and manage pilot program from concept to completion
* Ensure reporting accuracy by managing SFDC campaign creation and search engine pixel tags to ensure end-to-end closed loop
* Regularly perform in-depth analytics and continuously optimize digital programs
* Manage all translations and partner with regional teams in the review process

## Qualifications for global marketing manager

* 4+ years experience, with 2+ years marketing experience in non-US markets
* Experience managing translation and/or localization agencies
* Knowledge and passion for Insurance is a must
* Bachelor's in Marketing, Business and or Engineering or related discipline
* Minimum 5 years of experience in product development with marketing expertise with a strong consumer focus of which 2 years experience is needed in areas of brand and project management
* Knowledge of Presentation Software such as Prezi