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# Example of International Marketing Manager Job Description

Our growing company is looking for an international 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 international marketing manager

* Prepare quarterly product presentations and annual conference materials and logistics
* Collaborate with various functional departments across the organization to include product development, operations and academics to ensure a targeted marketing effort related to international growth opportunities for the University and specific Colleges as appropriate to top priority markets
* Develop integrated marketing plans with a multi-channel approach ( Online Advertising, info sessions, website, Tradeshow, Print Advertising)
* Responsible for ensuring the business plans are executed and results are analyzed for future direction
* Act as point person for Affiliates on all matters regarding current Surgical Energy products including product enhancements, backorder management, resolving possible disputes over RMAs, accounts questions and collaborating with internal MBC resources to obtain answers and updates
* Provide analysis that highlights sales opportunities, trends and issues
* Research online/offline media outlets in key markets and provide the Media team with insights
* Product manage all aspects of US signed artist’s international recorded music career
* Work with US label, artist management and foreign markets to develop launch plans, ongoing marketing campaigns and artist development strategies for US signed frontline releases
* Plan and schedule global promotional trips including travel, budgets, media events, showcases, junkets and interviews and performances across all media

## Qualifications for international marketing manager

* Minimum 5 years marketing experience with a focus on international markets, industry experience preferred
* Deep understanding and connection to the target consumer and market trends
* Proven success driving high-level projects and concepts through to completion
* Proven creative and strategic brand planning and budget management skills
* A strong relationship builder, at all levels of the business, with the ability to handle relationships internally and externally with persuasiveness, diplomacy and tact
* Culturally empathetic - able to build strong cross-territory relationships quickly and with ease