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# Example of International Marketing Manager Job Description

Our company is growing rapidly and is hiring 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

* They will drive growth across paid and natural search channels to ensure traffic and sales volumes meet Topman’s strategic growth priorities
* The candidate will ensure that all digital acquisitions activity is integrated in the seasonal planning processes to support key product launches and fashion moments
* Develop and execute marketing strategies to market and sell industrial, commercial and residential land spaces in Vietnam Singapore Industrial Park (VSIP) located in Vietnam, targeting at the ASEAN markets
* Build relationship with customers, grow customer database and build network with business groups, trade associations, consultants and banks
* Conduct industry positioning, identify new prospects, establish contacts, promote and host visits to VSIP
* Organize trade shows, seminars, and direct mail promotions to promote VSIP
* Close deals to achieve annual marketing targets and objectives
* Develop strategic marketing plans and management of the promotion of Learning Solutions outside of the domestic United States
* Manage, monitor and evaluate the success of various marketing initiatives
* Recommend and manage strategies for adjustment in marketing initiatives

## Qualifications for international marketing manager

* Minimum of 4 years experience in Medical Device sales or marketing is preferred
* Experience in managing multiple new product launches is essential
* Must possess strong communication and negotiation skills, sensitive to cultural differences
* Strong analytical, strategic and problem solving skills are necessary
* Strong self starter with the ability to develop and execute on plans is desired
* Demonstrated experience in interfacing with Health Care Professionals and members of the sales force is essential