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# Example of Marketing Manager, Asia Job Description

Our innovative and growing company is looking to fill the role of marketing manager, asia. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing manager, asia

* Partner with the sales leaders to develop and execute innovative, impactful and integrated marketing campaigns
* Partner with the Sales Development teams to assist in campaign follow up and pipeline generation and progression
* Drive budget management - deliver all marketing activity within the agreed budget, to established timeframes and metrics
* Proactively establish and maintain positive and effective working team relationships with all support departments, internal and external stakeholders
* A clear, direct, effective and experienced communicator with exceptional influencing skills
* Consolidate and analyze Tom Ford Beauty business results including mix of business, monthly sell- through analyses across all APAC markets
* Handle bi-annual Beaute Research analysis independently
* Works with modality
* Implement excellent marketing communications such as product launches, technical centre, plant openings, customer events, promotions, fairs and exhibitions, product advertising, press releases, internet updates and
* Work closely with business units and countries to support content creation for marketing activities and customer events

## Qualifications for marketing manager, asia

* Fluent in English, working level Mandarin and Cantonese desired
* Regional experience or international working experience preferred
* 8+ of marketing and online advertising experience, with an emphasis on display, rich media, video and paid social for desktop and mobile platforms
* Expert knowledge of the trends and limitations of the evolving Asia Pacific digital marketing ecosystem, including exposure to/experience with publishers, programmatic buying, paid social platforms and dynamic creative technologies
* Personality Attributes
* You are passionate and curious about all aspects of digital marketing creative and have an entrepreneurial mindset