Downloaded from <https://www.velvetjobs.com/job-descriptions/marketing-manager-china>

# Example of Marketing Manager, China Job Description

Our innovative and growing company is looking to fill the role of marketing manager, china. 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 marketing manager, china

* Work closely with publishing partners to develop eSports strategy for NBA2K in China
* Identify and manage partnership opportunities with external brands to drive brand awareness and or purchase of our titles
* Collaborate with functional team/publishers on assessing new content for product offerings
* Work closely with in-house and external public relations/social teams in developing PR/social strategies and execution
* Liaison with media and creative agencies
* Responsible for localization needs and management of local social channels
* Manage the internal approval process for all consumer facing marketing materials
* Oversee marketing plan budgets
* Collaborate with Business Development for tracking and monitoring revenue numbers and measuring impact of marketing effort
* Maximize retail marketing effectiveness in conjunction with Take-Two Channel Marketing and local publishers while providing support to the Take-Two sales force

## Qualifications for marketing manager, china

* Must have a proven ability to plan and execute
* University education in Pathology / molecular biology/biochemistry, biology or comparable, MSc
* We are specifically seeking talents who want to prove their skills & knowledge in a highly challenging and visible role
* Solid product marketing background in a similar role responsible for ANZ as a region within a Technology organisation
* Customer facing experience with key internal and external stakeholders coordinating efforts globally in the execution of key product marketing initiatives
* Effective communication skills (verbal, written and presentation) due to the high level of direct prospect/customer interaction for direct and partner/channel sales