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# Example of Marketing Manager East Job Description

Our company is hiring for a marketing manager east. 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 east

* Managing operational partner communications
* Build country relevant marketing plans to support country market management business strategy in keeping with the overarching APAC strategy
* Partner newsletters and email communications
* Webinars, seminars and events
* Social messaging communication
* Partner competitions
* Partner appreciation gift supply and dispersal
* Manage sub-region marketing budget
* Partner with Country Market Management leadership teams to support local business objectives
* Tailor core marketing collateral and content for the sub-markets whilst ensuring regional and global consistency

## Qualifications for marketing manager east

* Manage one-to-many scalable marketing activities for regional partners
* Execute test and learn activities to assess the effectiveness of trade marketing tactics
* Track and analyse the performance of trade marketing activities, linked to clear business KPIs
* Coordinate as required with central marketing team, Global Partner Events and Industry Relations over the execution and delivery of activities
* Execute and manage field events (regional one-day events, tradeshows, conferences, ), including logistics, budgeting, content development, scheduling, creative themes and social media strategies
* 5 -7 years of IT marketing experience with focus on driving execution of events