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# Example of Marketing Manager East Job Description

Our company is looking for a marketing manager east. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing manager east

* Performs marketing operations activities MRM/CRM, Purchase Orders and accrual management
* Collaborates with trade and channel marketing in delivery of integrated campaigns across all touchpoints
* Work with Commercial Launch (CL) MD on defining CL annual plan Key rep for Up-stream development for EA input
* Align with Regional Sales Directors to understand the market trends in the region and customize programs as needed
* Create, design and implement an Account Based Management marketing program and work closely with sales to measure the effectiveness
* Work closely with the sales teams and demand management team to develop prospective customers and growth
* Track, manage and measure the impact of marketing programs
* Develop local marketing strategy for each flagship market, based on global and regional strategy, supporting local business objectives in collaboration with retail business leadership team and Marketing and Communications regional leads
* Agree budget with Marketing and Comms leads
* Understand local consumer behaviour and needs and ensure those are translated into local plans, tailoring corporate initiatives to the region

## Qualifications for marketing manager east

* Ensuring that “no lead is left behind.” Everything is followed up on and tracked
* University degree holder in relevant Marketing or Business discipline
* 5 to 7 years experience ideally with both digital agency and FMCG
* Proven experience in leading teams in Digital projects for multiple markets
* Proficiency with Microsoft programs including Word, Excel, PPT, SharePoint, Visio, Excel (Pivot Tables)
* Must be able to read, write and speak Arabic (Candidates will be tested on this)