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# Example of Marketing Manager, EU Job Description

Our company is growing rapidly and is looking to fill the role of marketing manager, EU. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing manager, EU

* As Digital Lead for Cereal, you will be responsible for driving forward our output and use of digital as a marketing team and throughout the wider organization
* Oversee all digital production activities across Europe, defining processes and establishing best practices to ensure simplicity, standardisation and efficiency in world-class digital programmes
* Partner with Global Digital Experience Planning, Enablement and Acceleration teams, sharing best practices and learnings to influence and have the best support for EU initiatives in terms of global platform, infrastructure security and IT
* Track Digital results to create best practice in digital efficiency and effectiveness to implement continuous improvement across respective brands and markets
* Ensure measures for success are defined prior to any digital work being commissioned and that reporting in line with global digital measurement, is provided to key stakeholders at the appropriate time
* Oversee the development and management of the budgets for brands, ensuring all Marketing Finance processes are followed, that monthly financial reporting deadlines are met, and that budget and financial information is accurate
* Work closely with Product Marketing, Sales and other Marcom team members to support the business goals of growth, brand support, product introduction and annual marketing communications plan
* Develop and implement an annual marketing communications plan to support the Special Hazards business growth objectives
* Manage the Product Marketing EU&AF budget, be accountable for tracking and reporting marketing spend against budget and ensuring spend brings value to the brand/company
* Manage the implementation of integrated marketing campaigns that will make an impact, support the brand and drive measurable enquiries and sales leads

## Qualifications for marketing manager, EU

* Proven experience of driving successful digital acquisition and retention strategies preferably in a subscriptions business, or e-commerce environment
* Experience in influencing multiple stakeholders across departments and countries
* Experience in online marketing/SEO for professional products
* Proficiency in German or French are a strong plus
* Strong understanding of online marketing ecosystem and deep understanding of all online marketing channels
* Demonstrated ability to think strategically and creatively while applying sound business judgment and quantitative analysis