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# Example of Marketing Manager Europe Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing manager europe. 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 europe

* Conceive and develop efficient and intuitive marketing strategies
* Develop promotion tools by creating emotional concepts
* Organize, write and oversee advertising/communication campaigns (social media, specialized press, ), exhibitions and promotional events to augment the company’s presence in the market
* Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
* Initiate and control surveys to assess customer requirements and dedication
* Collaborate with managers in preparing budgets and monitoring expenses
* The role will be part of our Marketing Capabilities team and will organise a variety of events with internal and external stakeholders meetings and training at different locations across Europe
* Create and manage content for the team and in some cases lead the content creation and delivery with the help of the Marketing Capabilities Manager
* Help manage the Marketing Capabilities Budget (and Manage the purchasing process for the Marketing Operations, team raising and receipting purchase orders as appropriate)
* Develop and run integrated marketing campaigns – components of which can include email, webinar, digital marketing, social media etc

## Qualifications for marketing manager europe

* Product and Value Based marketing experience in healthcare/medical device environment is a must
* Strong business acumen and financial understanding & ability to develop & manage business case development and pricing for new products for the region
* Demonstrate clear examples of implementing VBHC/Therapy focused solutions as part of the overall go to market strategy
* Strong team player and track record of working collaboratively to manager cross-functional, cross-business issues and generate impact through others
* A Healthcare related degree is a plus
* Experience working with Entertainment properties (movies, tv series, video games, music, etc) is a plus